

Parents, Kids and Drugs

Today's Changing Landscape in Substance Abuse:
Adolescent Abuse of Rx & OTC Medicines

NABP

May 17, 2008

Presentation Components

- Overview of Changing Landscape
- New Research on Rx/OTC Abuse Among Teens and Parents
- Personal and Family Perspective
- Suggested Strategies for Change



Who we are

Mission: To reduce illicit drug use in America and help families raise healthy children

Ethos: Objective, independent, uncompromising integrity, accountable to the American public

Competencies: Responsible for the single largest research-based public education campaign in the nation's history that helped cut drug use by teens and increase parent involvement

Research: Created PATS a sustained, national consumer-based research study on drug use and underlying attitudes. Extensive innovative studies

Essence: Nonprofit coalition uniting communication professionals, renowned scientists and parents. Launched in 1986

Drug use is a ***preventable***
behavior

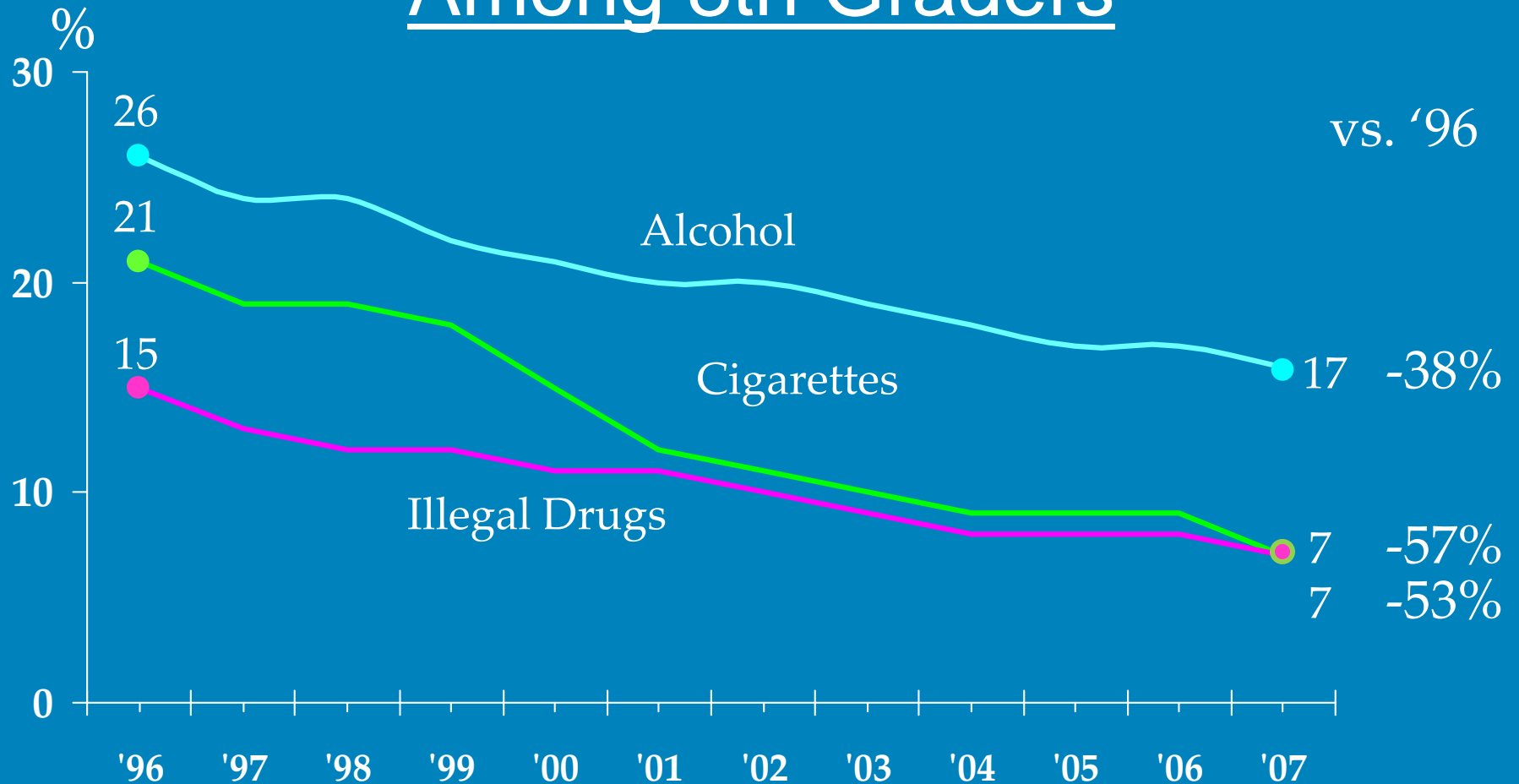
Addiction is a ***treatable***
disease



Drug Use Starts Early

- Average age of first use is **13** years old
- By end of 8th grade, **1 out of 5** kids have tried an illicit drug
- Every day **4,000** teens try an illicit drug for the first time

Trends in Substance Abuse Among 8th Graders



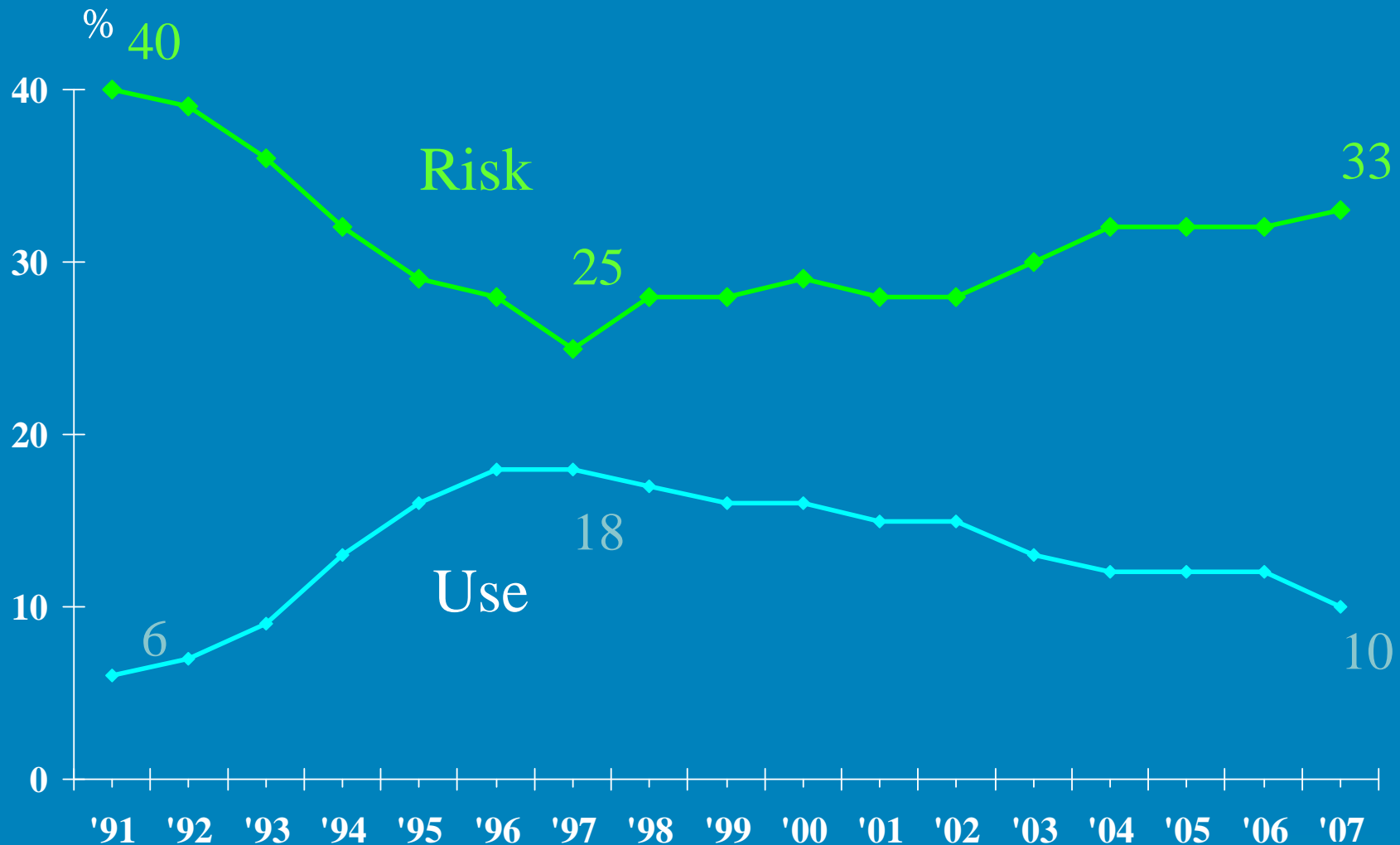
Source: Monitoring the Future Study; Past Month Use
Institute of Social Research, University of Michigan

Key “Consumer” Attitudes

*Perceived **risk***

*Social **disapproval***


Trends in Risk and Use of Marijuana



Source: 2006 Monitoring the Future Study;
8th Graders Use in Past Year

Ecstasy and Teen Attitudes

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Perceived Availability	38%	40%	51%	61%	60%	59%	48%
Perception of Risk	35%	35%	38%	46%	52%	56%	58%
Ever Tried	6%	8%	11%	12%	11%	8%	8%


**National
Anti-Ecstasy Program**

Source: Monitoring the Future Study; 12th Graders ever tried

Attitudes drive behavior

Recent Troubling Trends

- Methamphetamine
(regional)
- Inhalants
(inhaled fumes)
- Prescription drugs
(pain relievers, tranquilizers,
stimulants, sedatives)
- OTC drugs
(antitussives, CNS stimulants,
antihistamines)

Sources: Monitoring the Future Study
NIDA - CEWG

Changing Landscape of Drugs of Abuse



Farming



Pharming

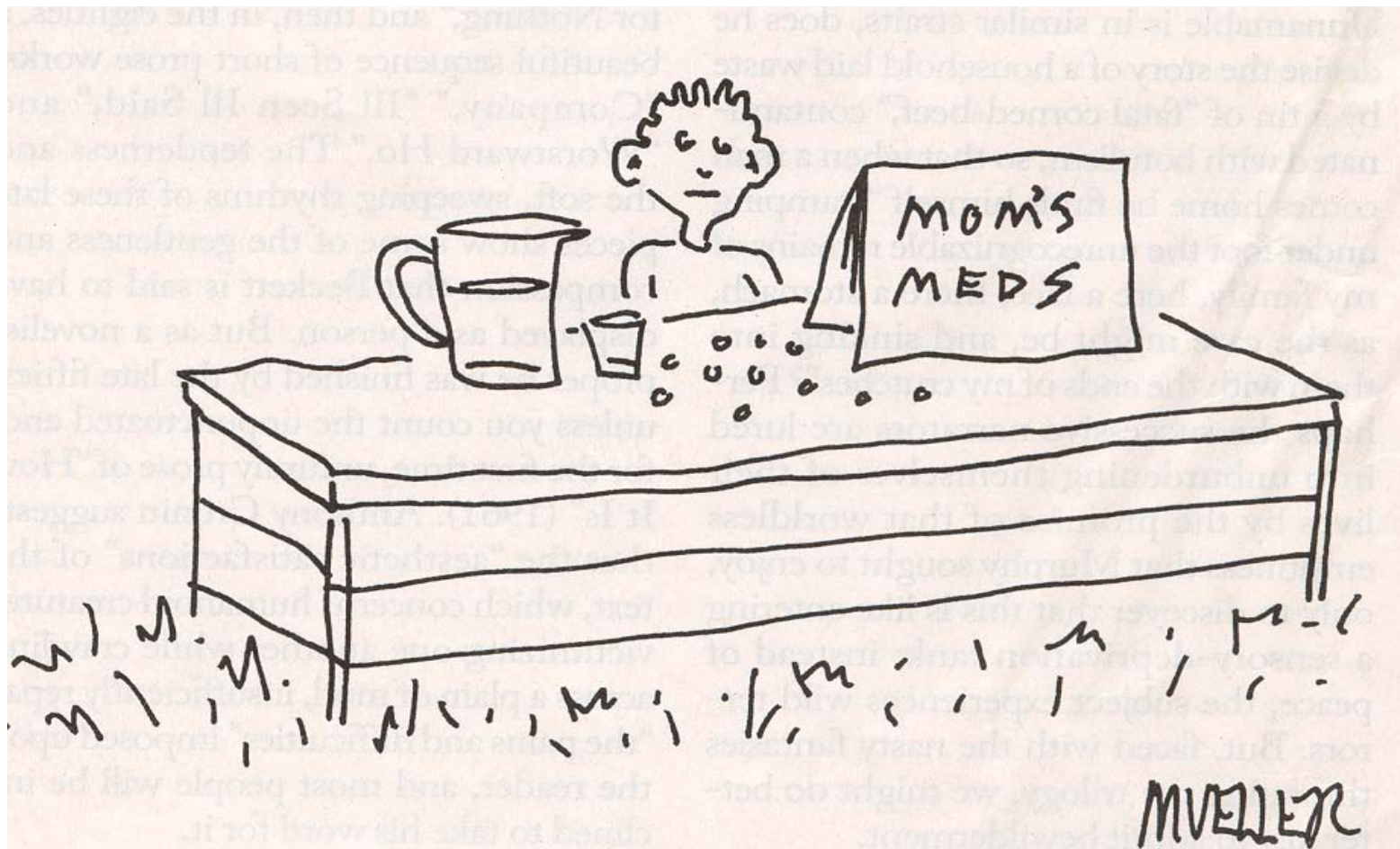
Pharming:

Kids getting high using Rx or OTC drugs



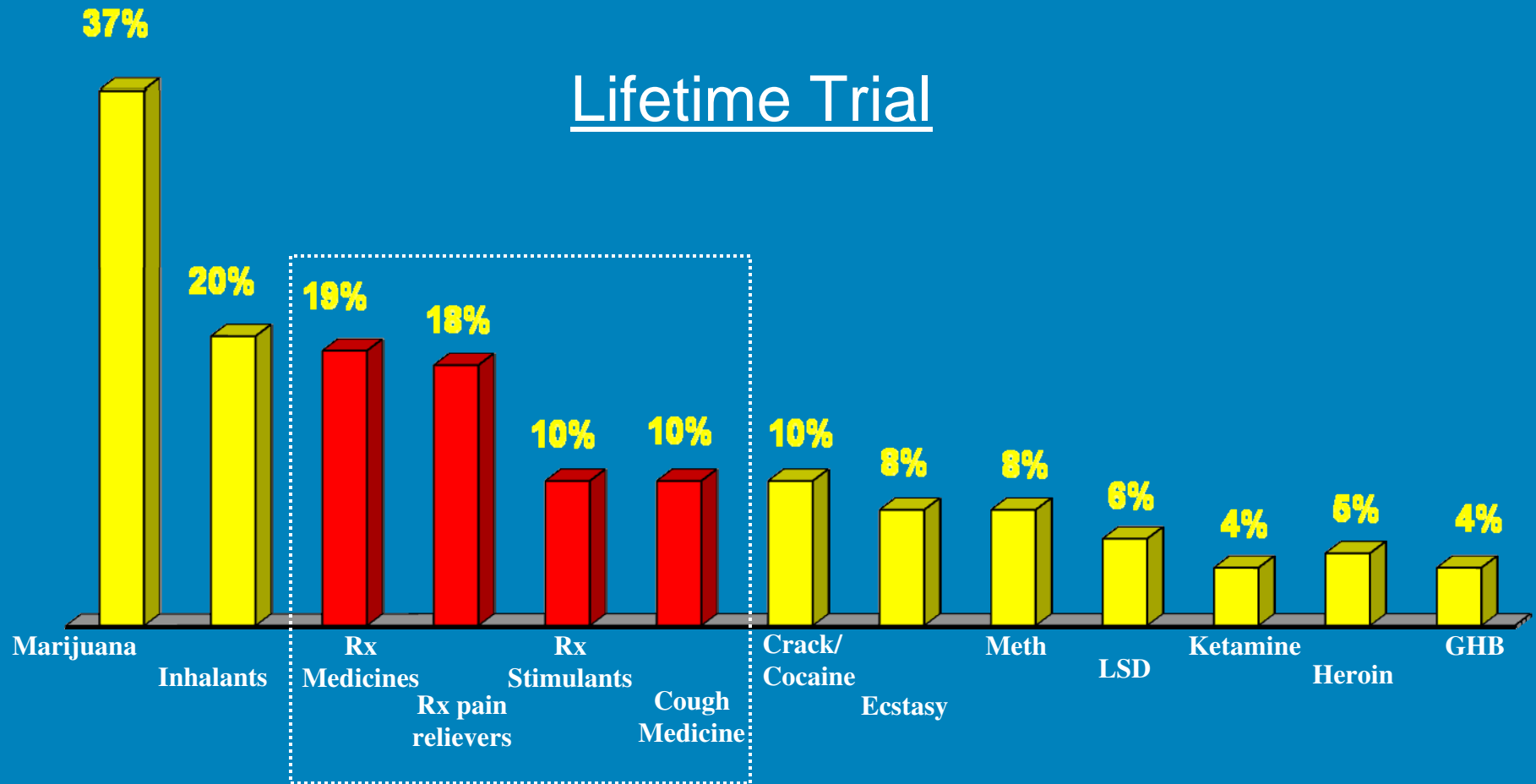
The Partnership
for a Drug-Free
America®





The New Yorker

Lifetime Trial



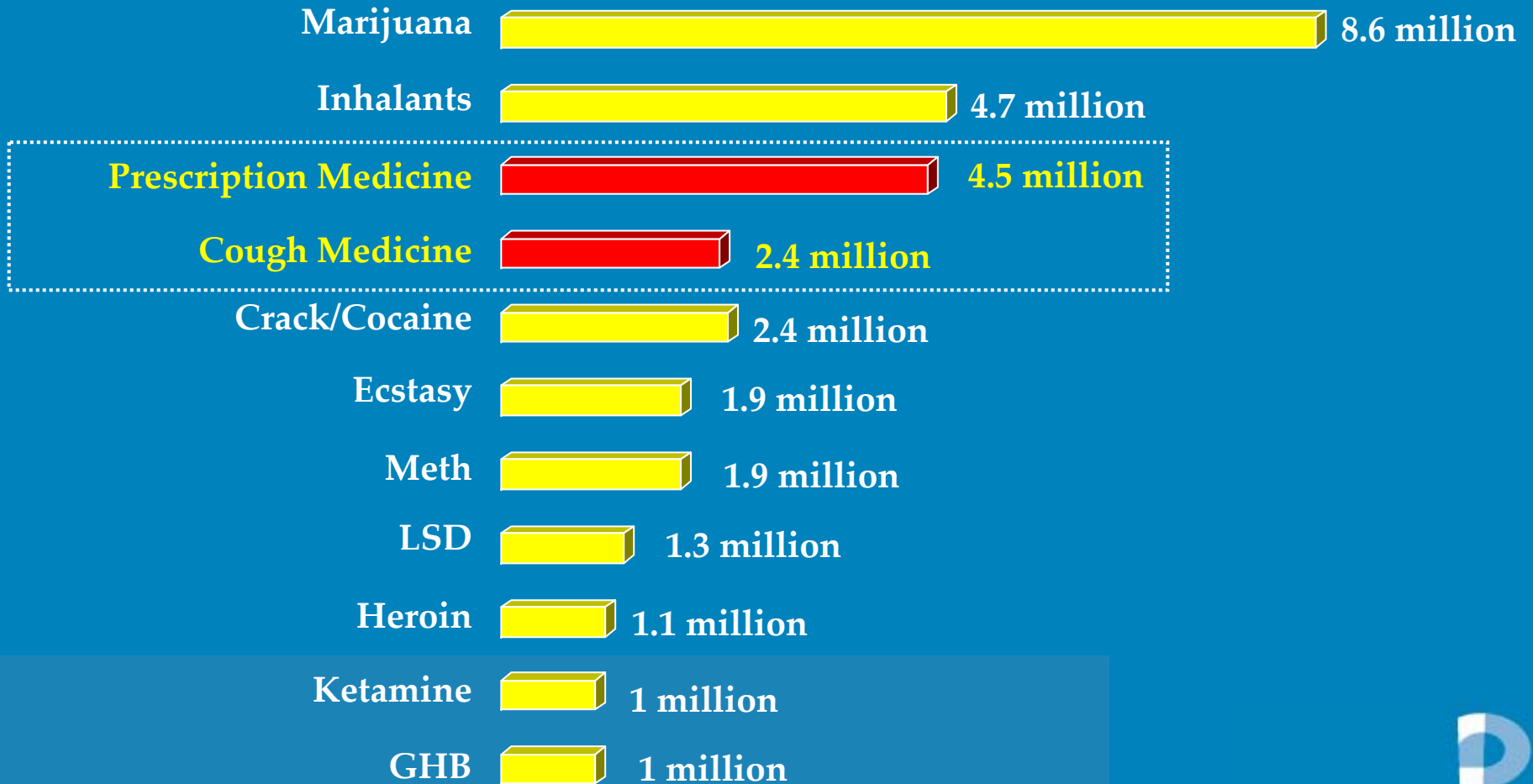
Source: 2005 Partnership Attitude Tracking Study, 7,314 teens in grades 7 through 12

New Tier of Abuse

PATS 18th annual wave. Study tracks elaborate and complex attitudes teens and parents have about substance abuse.

The New Landscape

Number of Teens Who Have Ever Tried: (in millions)



Source: 2005 Partnership Attitude Tracking Study (PATs) Teens

Rx/OTC Medicines Being Abused

- Rx pain relievers (Vicodin, OxyContin)
- Rx stimulants (Adderall, Ritalin)
- Rx tranquilizers/sedatives (Xanax, Valium)
- OTC cough/cold with '*DXM*' (Robitussin, Coricidin)

Troubling Indicators of Medicine Abuse

- Unintentional drug poisoning now second leading cause of accidental death in US, after car crashes (CDC)
- ER visits related to RX/OTC now almost equal to ER visits due to all “street drugs” (DAWN)
- Number of new abusers of Rx drugs now greater than new users of marijuana (NSDUH, SAMSHA)
- Rx drugs are now the most commonly abused drugs among 12-13 year olds (NSDUH)

Medicine Abuse “Normalized” in Teen Culture

1 in 3 teens
report having a close friend who
abuses **Rx pain relievers** to get high

Source: Partnership Attitude Tracking Study

Medicine Abuse “Normalized” in Teen Culture

1 in 4 teens
report having a close friend who
abuses **cough medicine** to get high

Source: Partnership Attitude Tracking Study

Medicine Abuse “Normalized” in Teen Culture

1 in 5 teens
report being offered Rx medicine
from a friend or peer to get high

Sources: Partnership Attitude Tracking Study;
Partnership Mapping Study

Attitudes Affecting Teen Medicine Abuse

- Misperception that abusing medicine is **not dangerous** (safer than “street drugs”)
- **Ease of access** via medicine cabinets at home or friend’s house, other person’s prescriptions, internet

Sources: Partnership Attitude Tracking Study;
Partnership Mapping Study

Rx/OTC Medicine Abuse and the Internet

- Normalization and social acceptance
- “How to” and “benefits” (Erowid)
- Access/sale

Multiple Perceived Benefits of Medicine Abuse Among Teens

- Helps me deal with my problems
- Helps me manage my life
- Enhances my performance
- To get high

Sources: Partnership Attitude Tracking Study;
Partnership Mapping Study

Few Parents Are Acting On Rx/OTC Medicine Abuse

Parents **do not think their teen is vulnerable** to Rx/OTC abuse

Parents **do not understand the behavior** of intentionally abusing medicine to get high

Parents think that if their teen did abuse medicines it would **not be as dangerous as “street drugs”**

Source: Partnership Focus Group Studies and Mapping Study

*CAUSE FOR CONCERN:
TEEN ABUSE OF
PRESCRIPTION DRUGS*





*PHASE ONE: QUALITATIVE STUDY OF
TEENS AND PARENTS*

*PHASE TWO: ATTITUDE AND USE
STUDY: TEENS AND PARENTS*

Research made possible by an unrestricted educational grant from Abbott
Research conducted by Marketing Analyst Inc.

Phase One: Qualitative

- Objectives:
 - To understand teen Rx abuse from the perspective of teens themselves, and their parents
 - Learn about:
 - Underlying attitudes and motivations for use
 - “Pathways” of use --- prior use of drugs and alcohol
 - Sources of abused Rx drugs
 - Understanding of brand names, categories
 - Perceptions of risk
 - Role of parents
 - Vocabulary
 - Inform development of quantitative questionnaire

Who Did We Talk To?

- 35 adolescents ages 12 – 18 (males and females, mix of household incomes, and ethnicities)
 - 23 Rx/OTC abusers (groups not mutually exclusive)
 - 13 pain reliever
 - 7 stimulant
 - 10 depressant
 - 9 over-the-counter
 - 12 At-Risk Teens
 - Experimental
 - Familiar with Rx/OTC abuse
 - Access to drugs
- 16 parents/guardians of at-risk teens
 - Adolescents 13 – 17
 - Mix of male/female children, household income, ethnicity
 - Various levels of awareness of Rx/OTC adolescent abuse

Why?

- 3 main motivators for teen Rx abuse
 - Experience
 - Medication
 - Identify

1. "Experience"

- "To Get High"

wind up

energized,
stimulated high

" (lortab) gives me energy.
it's the only way I can
clean the house "

wind down

...laid back, chillin' high...

" (when you're on xanax) you
don't feel like you're tripping.
you're in chill mode... makes
you feel not bored but not
too busy either "

but the same drug can lead to different "highs" based on
who is taking it and how it is taken

2. "Medication"

for medicating teens, it's about regulating



“Medication”: Physical regulation

pain

“ vicodin – that’s popular with athletes... some of the guys on the team could be in excruciating pain...take two of those and go out and practice... no big deal ”

“ why would I take a tylenol? valium is so much cooler ”

performance

.....athletic.....
“ I took some of my mom’s water pills to help me lose weight for wrestling ”

.....academic.....
“ adderall makes you focus... you’re aware and focused if you have to write an essay... ”

pace-making

.....sleeping.....
“ [vicodin] I feel like I can fall asleep for three days ”

.....coping with another drug.....
“ the nyquil puts me to sleep and the theraflu gets me up...it’s like coffee ”

“Medication”: Mental regulation

mentally, it all comes down to **stress**; we came across 2 buckets of this type of regulation

escapism

...wanting to “forget” life...

“ [I take pills] to slow down because sometimes I’m sad about something and don’t want to think about it all the time ”

“ [I take pills] to not think about problems, school, girlfriends, or anything at the time... just be in your own state of mind ”

anti-anxiety

.....coping with stress.....

“ when finals come around and you get really stressed out and worried... [xanax] is going to help my nerves ”

“ my mom gave me a xanax because I was so stressed about the doctor ”

3. "Identity"

peer pressure

fit in

" I'm trying it because everybody else is trying it, but I don't want to seem like a follower "

[peer pressure is worse where pills are socially accepted]

reputation shifter

bad-ass badge

" I'm the kid who'll do anything, give me a pill, I'll take it! "

anti-geek

" all the band kids are into pills now. they're tired of being the dorks and they're cutting loose at the end of school "

Access is easy



pills are in the home for the taking

medicine cabinet



* most commonly reported source and unique to Rx-OTC

given

“ my mom gave me one of her xanax because I was so worked up about going to the doctor ”

stolen

“ my friends are just taking xanax from their parents ”

my prescription

“ I gave away some of my pills to this girl who was a crack head ”

others' prescription

“ I know this girl who just gives away her prescription (adderall) ”

my house

“ I'll take one of my mom's valiums if I have a headache ”

others' house

“ my friend stole it from his mom ”

Internet is not a factor in sourcing



the internet wasn't as big as expected

internet



- no teen we spoke with was ordering on line – relatively few even talked about the fact that you could
- the more involved, proactive users were online, checking things out on webmd, erowid, wikipedia and google
- but most kids weren't that proactive in learning about pills

Teen perceptions of safety



among users, there's a lack of consequence

Rx-OTC are seen as sanitized, sanctioned, and safe



sanitized

- created in a medical laboratory for healing purposes
- regulated ingredients



sanctioned

- broad legal use
- accepted by society as a "positive"



safe

- certified by FDA
- end game of misuse isn't known

The teen cost / benefit analysis



what makes an at-risk kid become a user?

ultimately, they want pills more than the risks scare them



* versus street drugs, there's a lot more access and a lot fewer perceived risks

Where do Rx drugs fit in the progression of use?



the pre-pills paradigm

progression ladder: It was a relatively **big leap** from "every kid tries" to "messes with your mind"



An addition, not a replacement



for some, pills have become the missing rung

now, it seems like a much more slippery slope to the deep end

heroin,
meth, crack



“dirty drugs”

cocaine



“hard core”

shrooms,
ecstasy



“messes with your mind”

pills (Rx/OTC)



“sorta legal”

pot & alcohol



“every kid tries”

male, 15

“I would say taking pills made me much more open to taking x [ecstasy]. at a certain point, it just became another pill”

What about parents' perceptions?



Rx and OTC drugs get little specific
airtime with kids

street drugs are generally considered more dangerous

“ street drugs are worse.
you just don't know
what you're getting ”

“ they're FDA-regulated,
so they have to be a
little safer than other
illegal drugs ”

parents are less familiar with “pills” – often they have no frame
of reference since these types of drugs didn't exist in their youth

“ it's not like when we
were kids ”

“ before it was just
street drugs, now there
are prescription drugs ”

there's a lack of urgency around Rx-OTC

Parents don't appreciate their role as unwitting suppliers



beyond talking, little action is happening



medicine cabinets are unlocked and unwatched



prescriptions are kept past their intended use



of bottles and pills are largely unknown

Phase Two: QUANTITATIVE

- Quantitative Research Objectives of the teen study include:
 - To explore levels of self-reported use
 - To understand the progression of drug use
 - To investigate pathways of abuse as well as whether the abuse is a replacement behavior for illegal drugs or additive
 - To explore how knowledgeable teens are about prescription drugs
 - To explore context of abuse: a social behavior or an individual activity
 - To determine sources of information
 - To understand perceived role of parental discussions
 - To understand perceived motivations for use, e.g. "fun" v. "self-medicating"
 - To understand where teen abusers obtain the medicines, e.g. Internet, parents' medicine cabinets, friends, "dealers"
 - To monitor knowledge of the potential risk associated with abuse and the perception of ease of access
- Quantitative Research Objectives of the parent study include:
 - To monitor the role of parents: attitudes and behavior

METHODOLOGY

- Central location, mall intercept methodology
- A total of 1000+ interviews with teens age 13 – 18 conducted in 40 geographically dispersed markets:
 - Quotas by age: one third each, 13-14, 15-16, and 17-18.
 - Quotas by gender: half male, half female.
 - Quotas by census region: one quarter in each of the four US Census regions (10 markets per census region).
- Strategic study (understand an issue) not predictive (how many people fit this description)

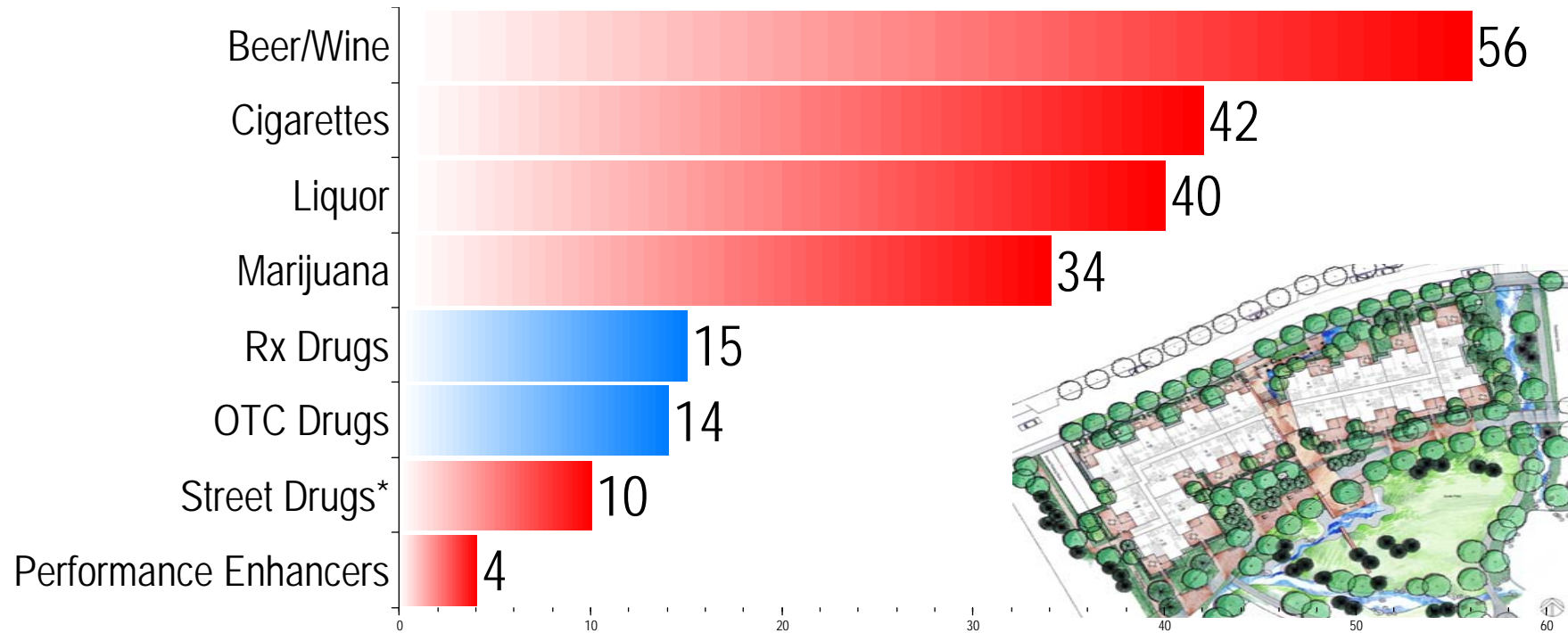


Teens



THE DRUG LANDSCAPE

LIFETIME DRUG USE AMONG ALL TEENS



Base: Total (1016)

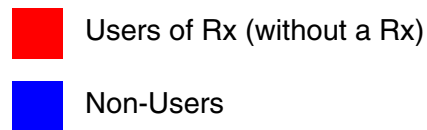
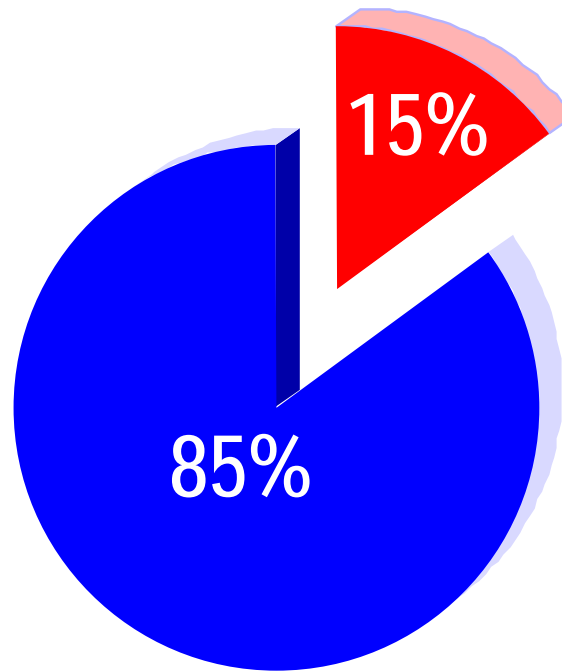
+PATS 2005 Rx drugs = 19%; Cold/cough = 10%

*Ecstasy, Cocaine, Meth, LSD, PCP, Heroin, Special K, Rohypnol

16. In your lifetime, have you ever tried any of these substances? If you have tried any of them, please indicate the ones you've tried in the list below.

New tier of drugs of abuse

Rx DRUG ABUSERS

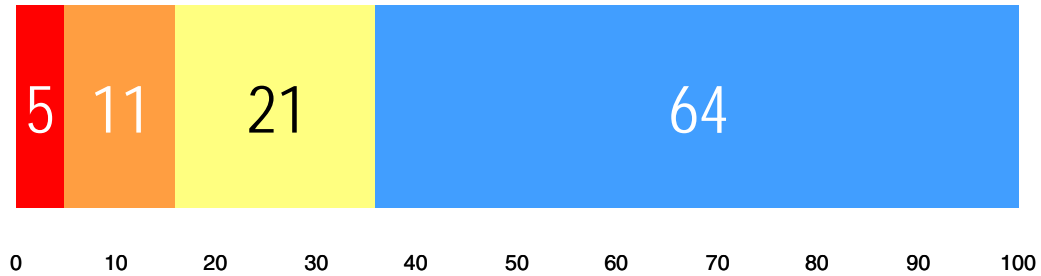


AT-RISK SEGMENT



Regularly Occasionally Rarely Never

Take a prescription drug for its intended purpose without having a prescription for it yourself



Base: Total (1016)

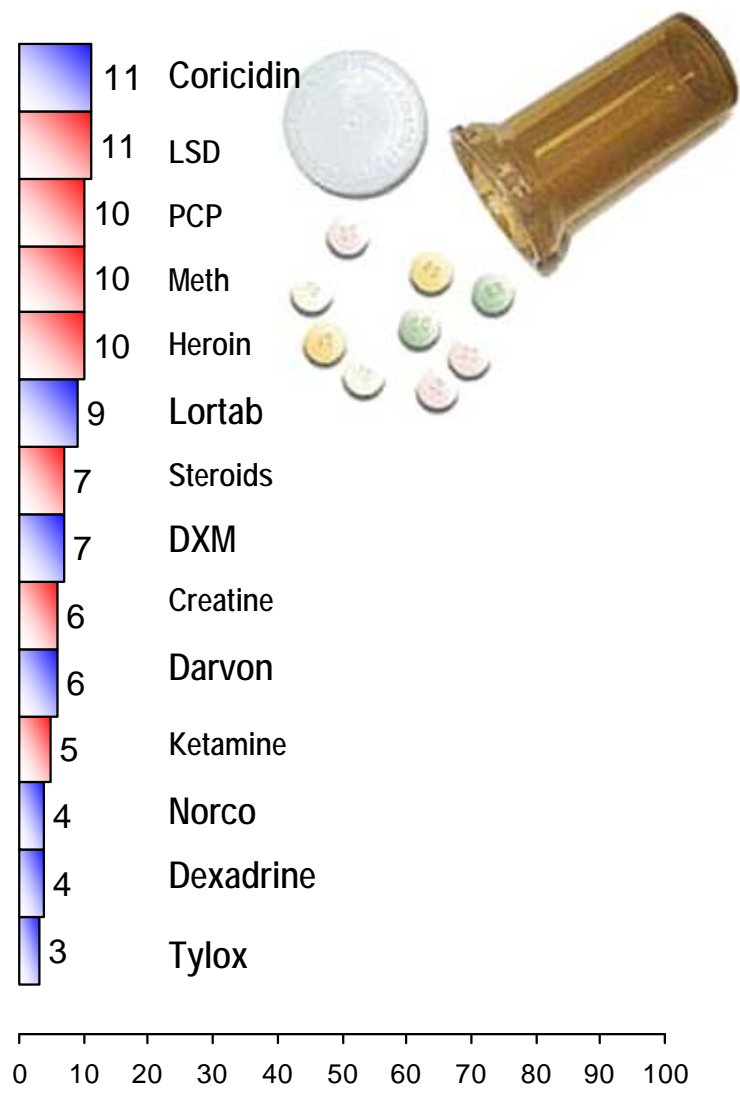
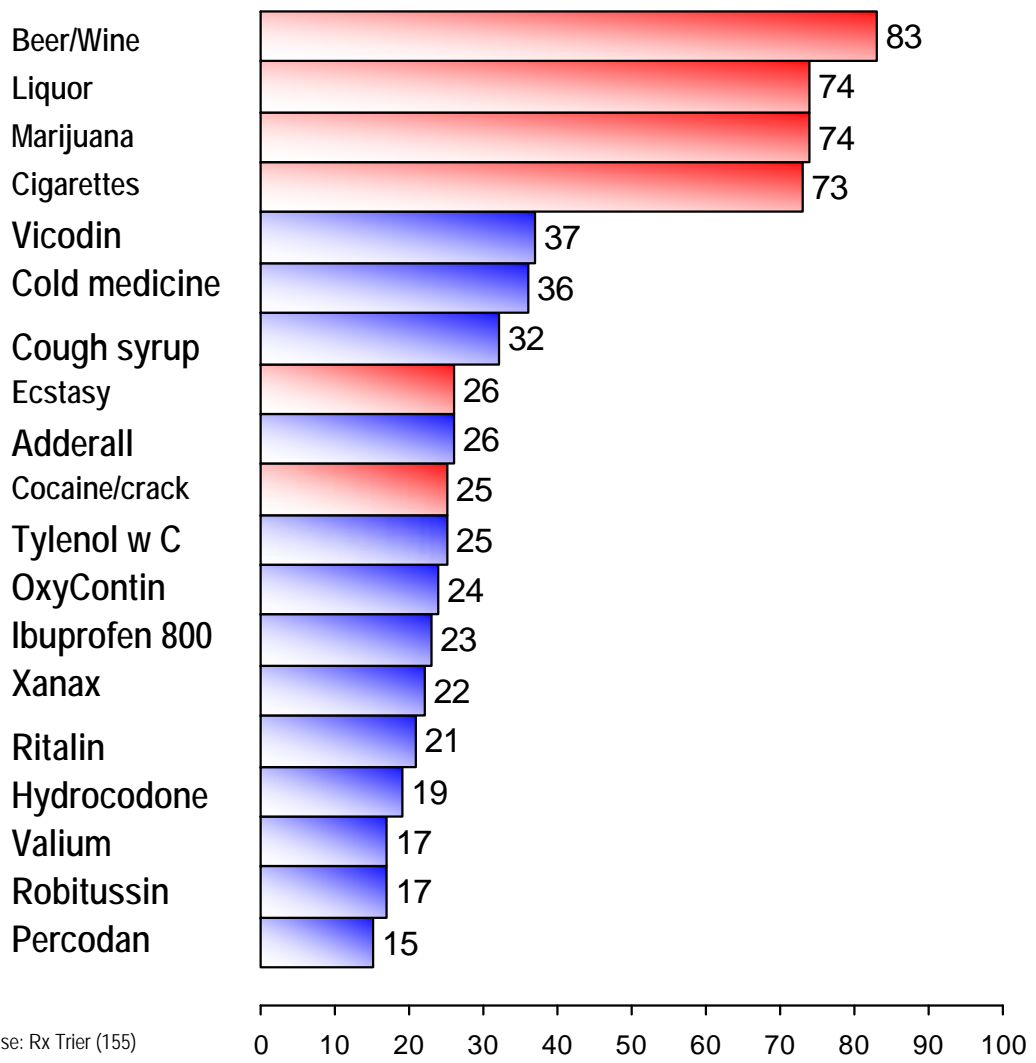
14. We're curious about your own usage of prescription drugs. How often, if ever, do you...

Over one-third report taking an Rx drug for its intended purpose without having a prescription

MISUSE IS EVEN MORE PREVALENT

- When we ask teens about their experience with a long list of legal and illegal drugs, **15%** say they have used an Rx drug without having a prescription for it
- **But....**when we ask teens if they have ever used any Rx drug *for its intended purpose* without a prescription ---- **37%** say they have done so "regularly", "occasionally", or "rarely"

LIFETIME DRUG USE AMONG Rx USERS



Base: Rx Trier (155)

Changing Drug Landscape



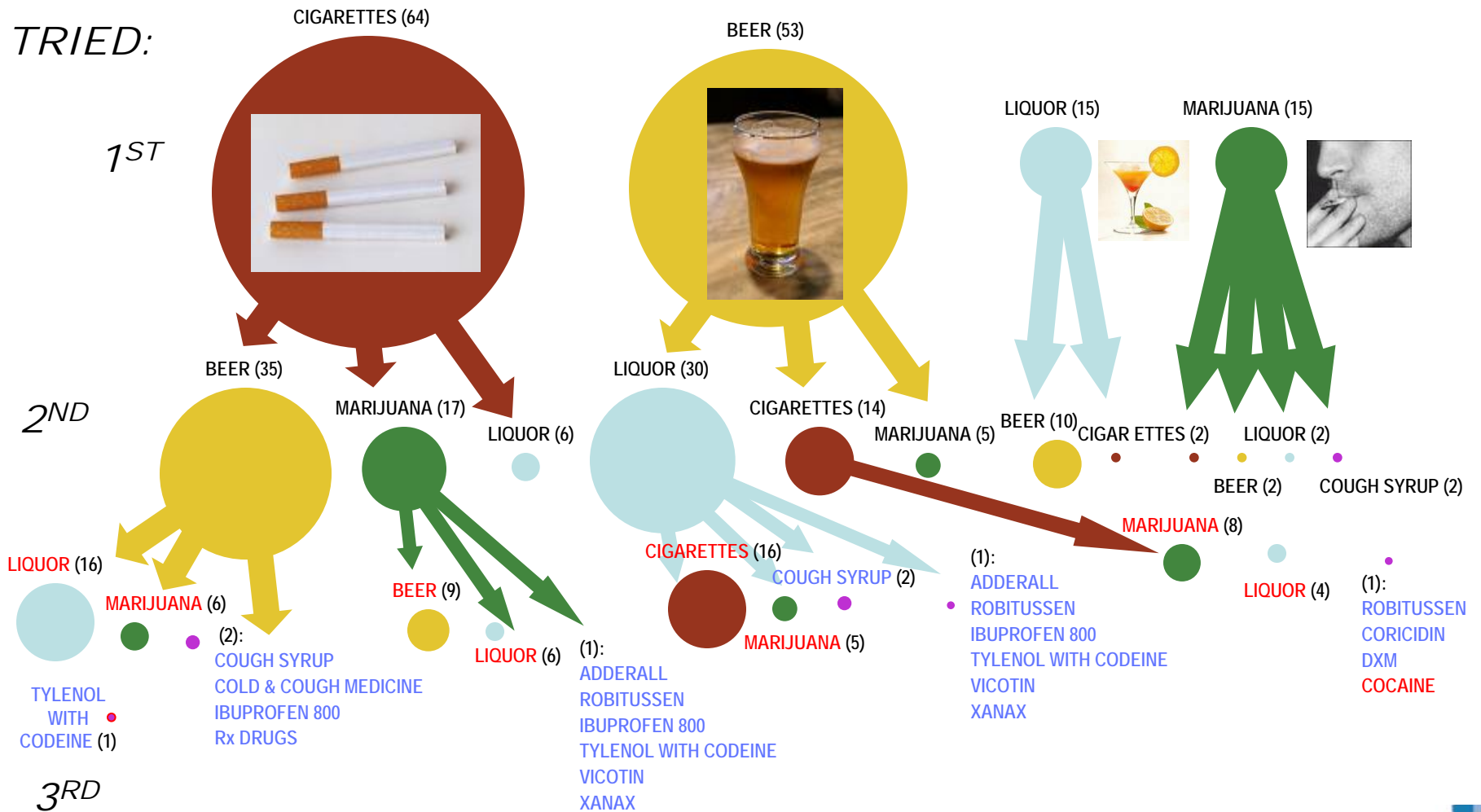
Farming



Pharming

Research suggest Rx and OTC are additive not replacement drugs

PROGRESSION OF DRUG USE



Rx abusers more likely to select OTC/Rx as 3rd than street drugs, except cocaine

Rx NEW STEP IN DRUG LADDER

heroin,
meth, crack



shrooms,
ecstasy



cocaine



pills (Rx/OTC)



liquor, marijuana



cigarettes,
beer/wine

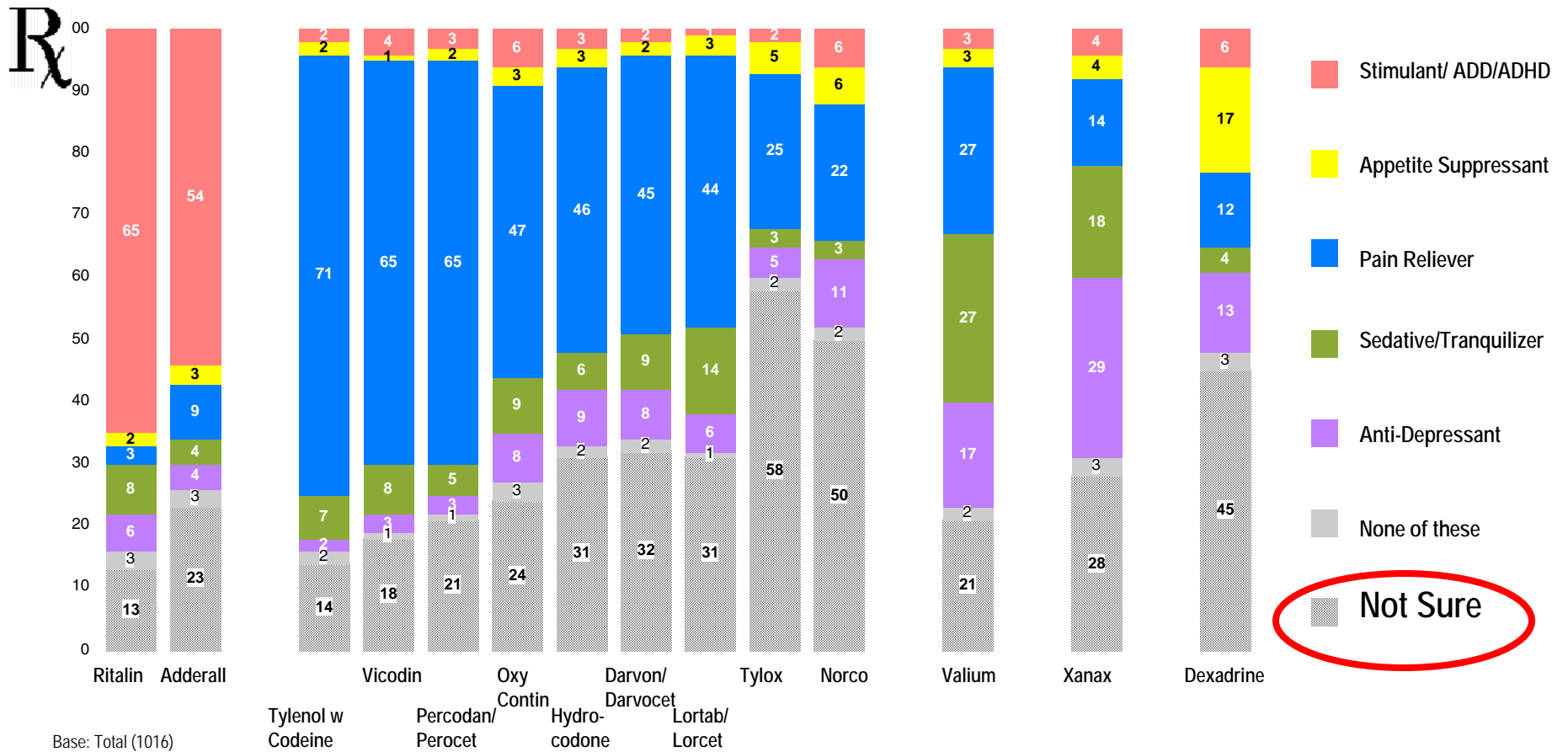


Rx abusers are more likely to add a 3rd rung in the progression

Teens' Knowledge of Rx



HOW TEENS CLASSIFY PRESCRIPTION DRUGS



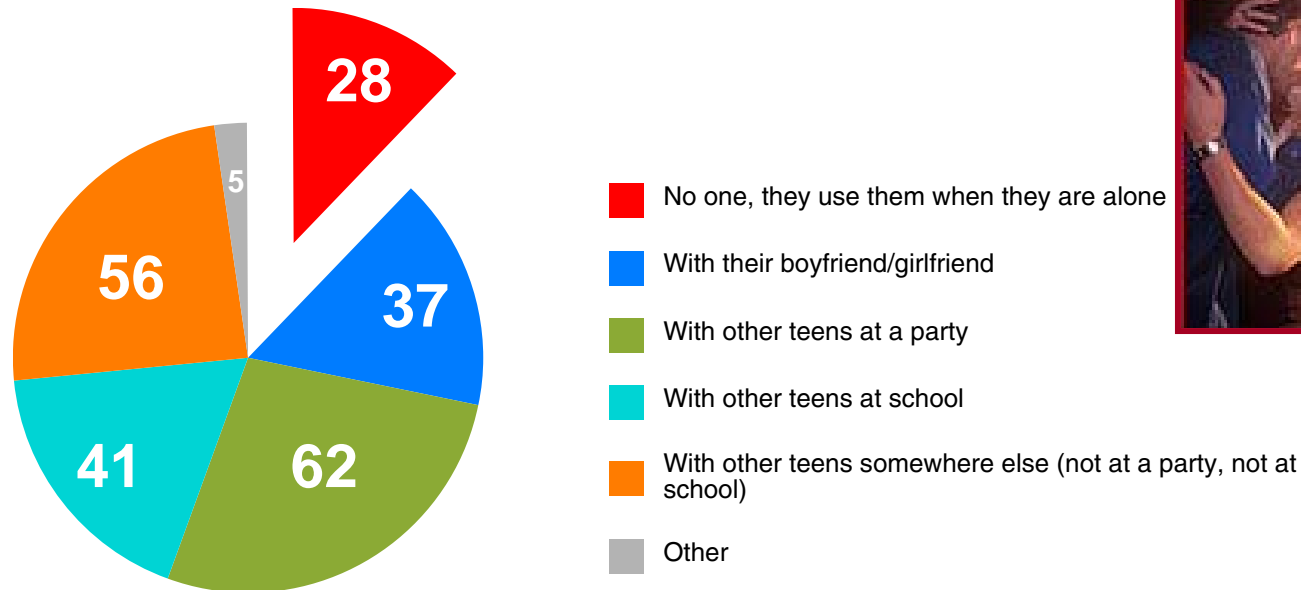
4. Now, please focus on the substances or drugs below and indicate which of the following classifications you believe best describes each substance or drug. If you are not sure, click "not sure".

Tylenol with codeine, Vicodin, Ritalin most accurately classified but majority are not sure of specific type of drug

Pills have infinite possibilities



WHO Rx DRUGS ARE TAKEN WITH



Base: Rx Trier (155)

11. When most teens take a dose of a prescription drug which was not prescribed for them, who do you think they are with?

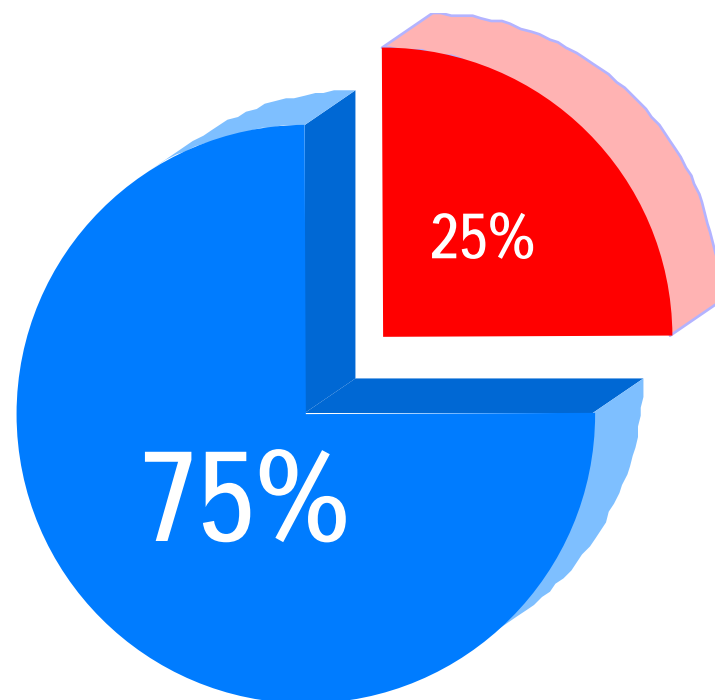
Rx drug users report using with other teens in a variety of situations

Sources of Information



INCIDENCE OF SEARCHING FOR INFORMATION

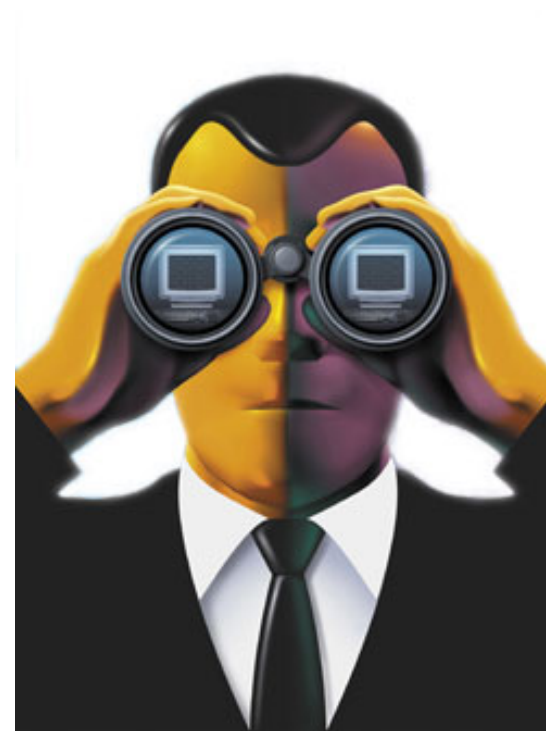
Rx



■ Have searched ■ Have not searched

Base: Total (1016)

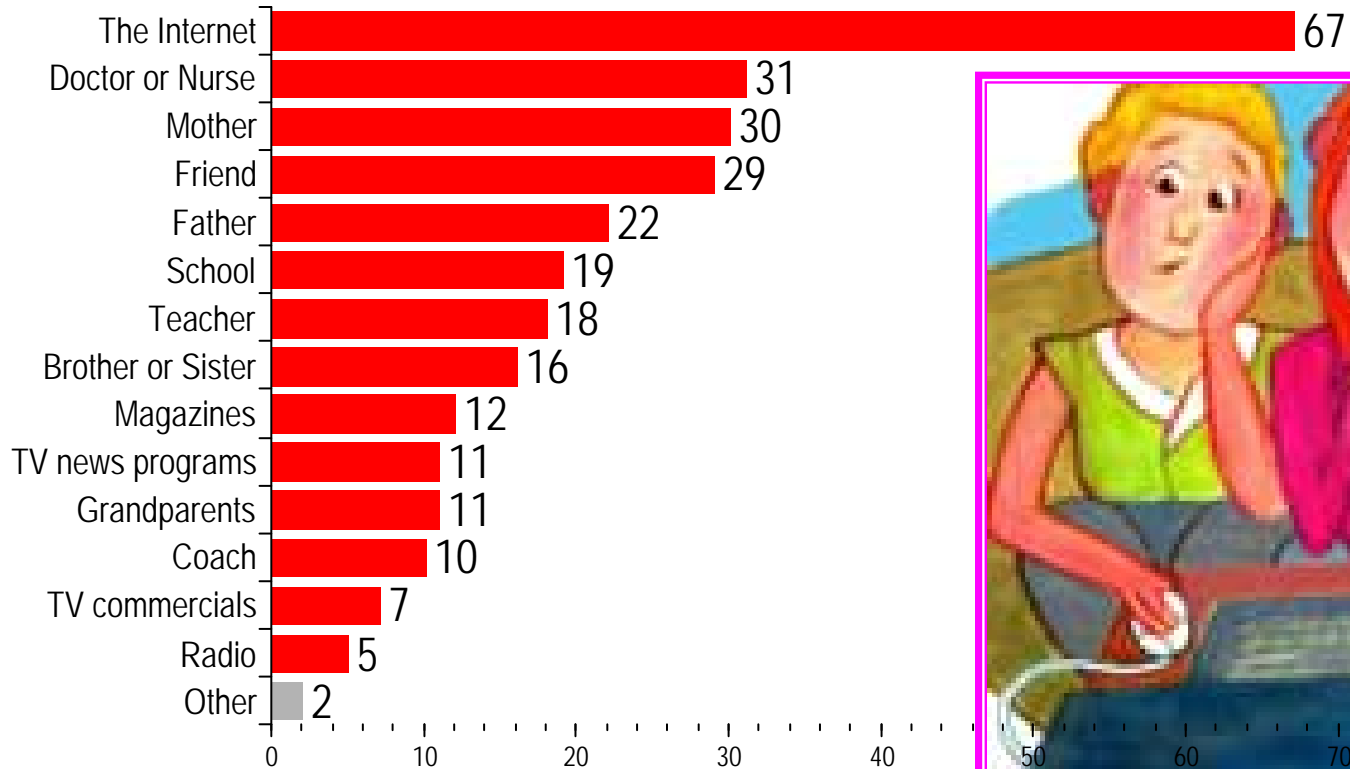
26. Have you ever searched for information about the risks of using prescription drugs without a doctor's prescription?



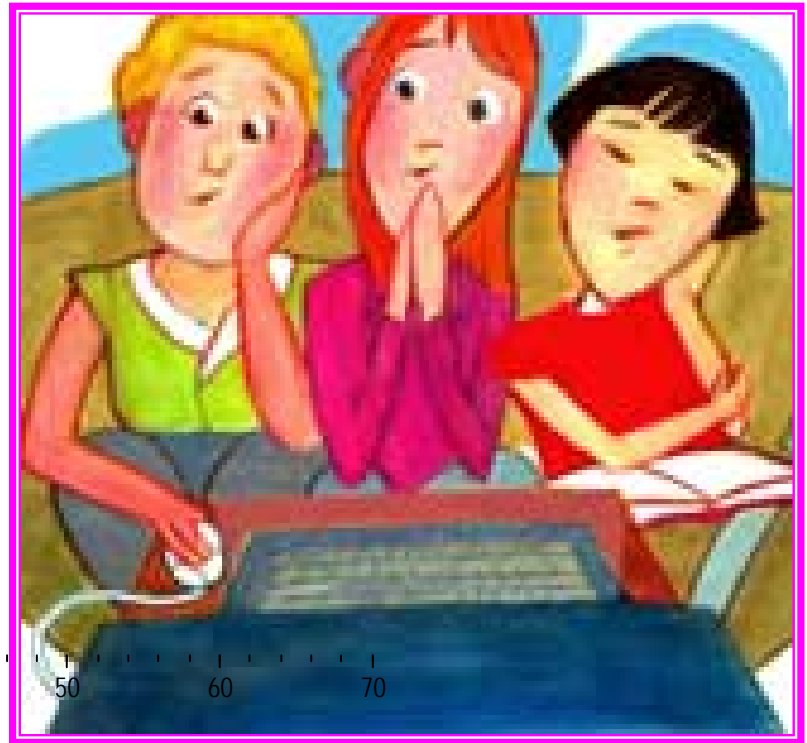
1 in 4 teens has searched for info on risks of Rx abuse

SOURCES OF INFO ON Rx DRUGS

Rx



Base: Total (1016)



27. If you wanted to find information about the risks of using prescription drugs without a prescription, which, if any, of the following would you go to?

The Internet is by far the source for information not for obtaining

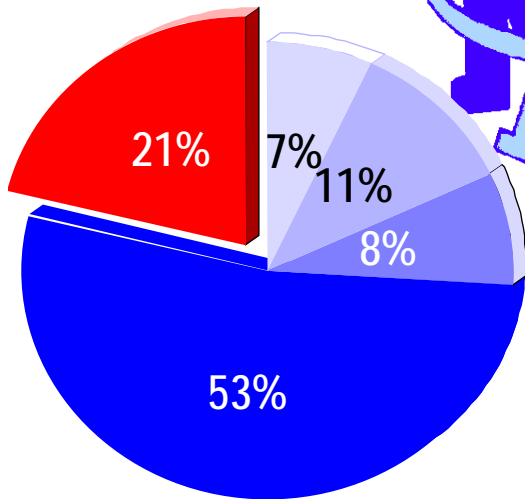
Where do parents fit in?



DISCUSSIONS ABOUT DRUGS



PARENTS

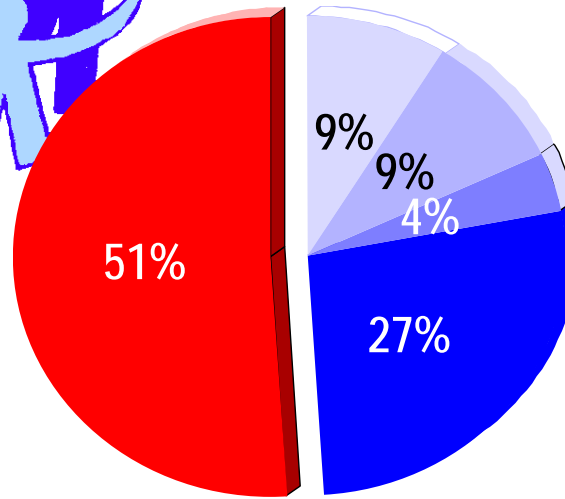


1X 2X 3X 4+X Have not talked

**ALCOHOL AND
ILLEGAL DRUGS**

Base: Total (1016)

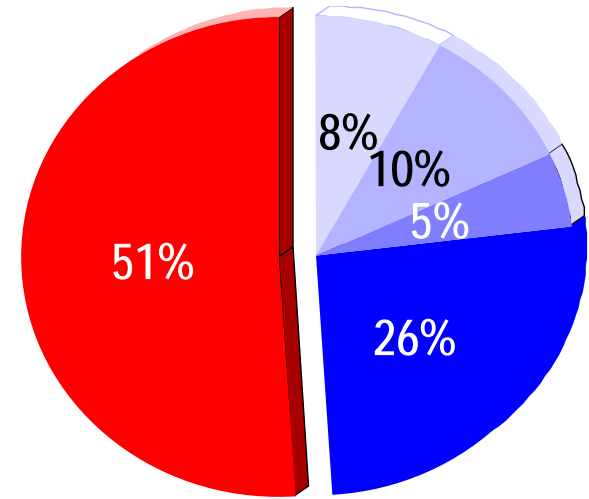
PARENTS



1X 2X 3X 4+X Have not talked

**PRESCRIPTION
DRUGS (NO Rx)**

FRIENDS



1X 2X 3X 4+X Have not talked

**PRESCRIPTION
DRUGS (NO Rx)**

- 28. In the past year, how often have your parents talked to you about the risks of using alcohol and/or illegal drugs? If you are not sure, please give your best estimate.
- 29. In the past year, how often have your parents talked to you about the risks in using prescription drugs without a doctor's prescription? If you are not sure, please give your best estimate.
- 30. In the past year, how often have your friends talked to you about using prescription drugs without a doctor's prescription? If you are not sure, please give your best estimate.

Teens report equal conversations from parents and friends about Rx drugs

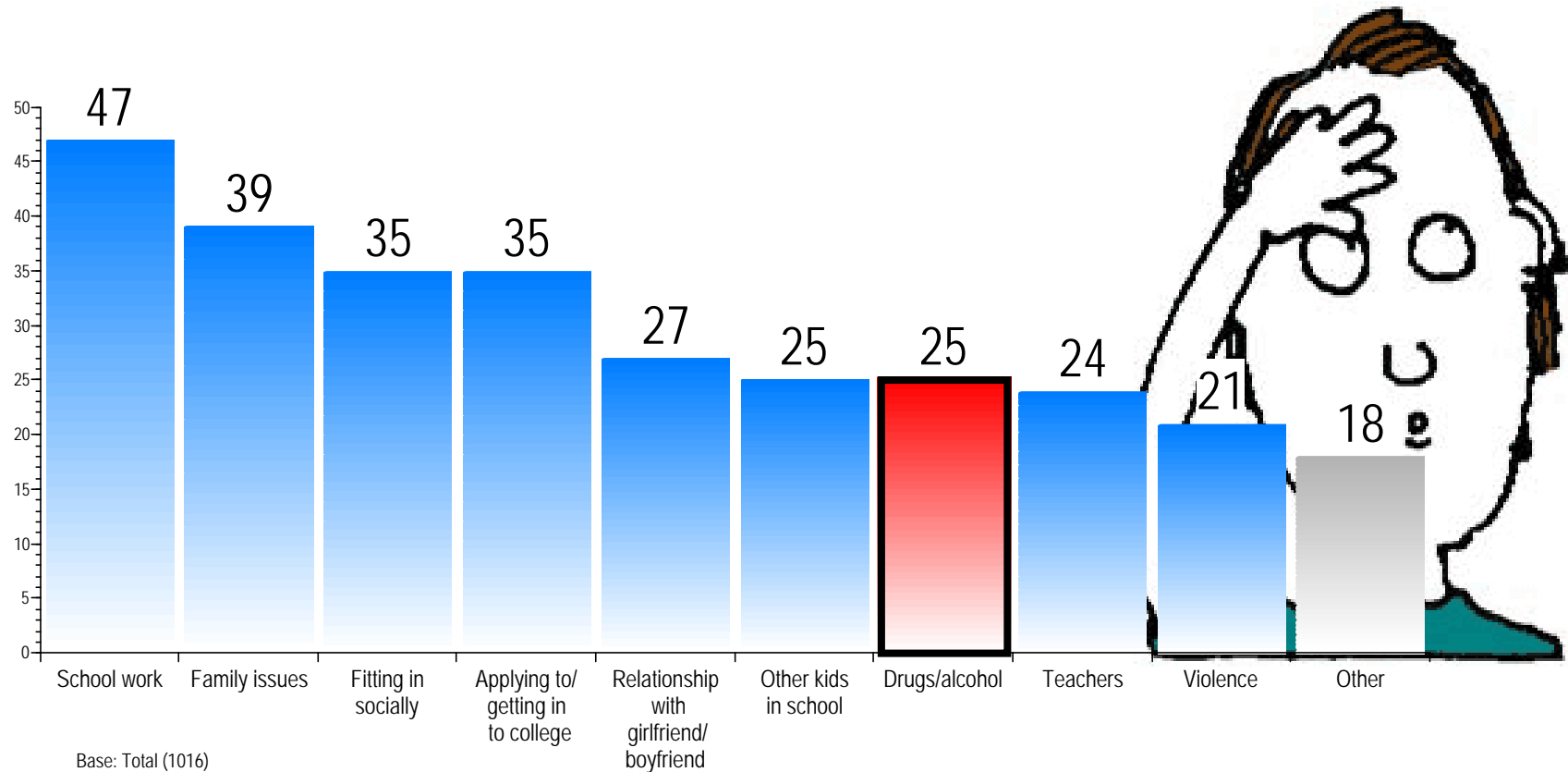
Rx DRUG USE DRIVERS



Teen Stresses



STRESSES IN TEENS' ENVIRONMENT



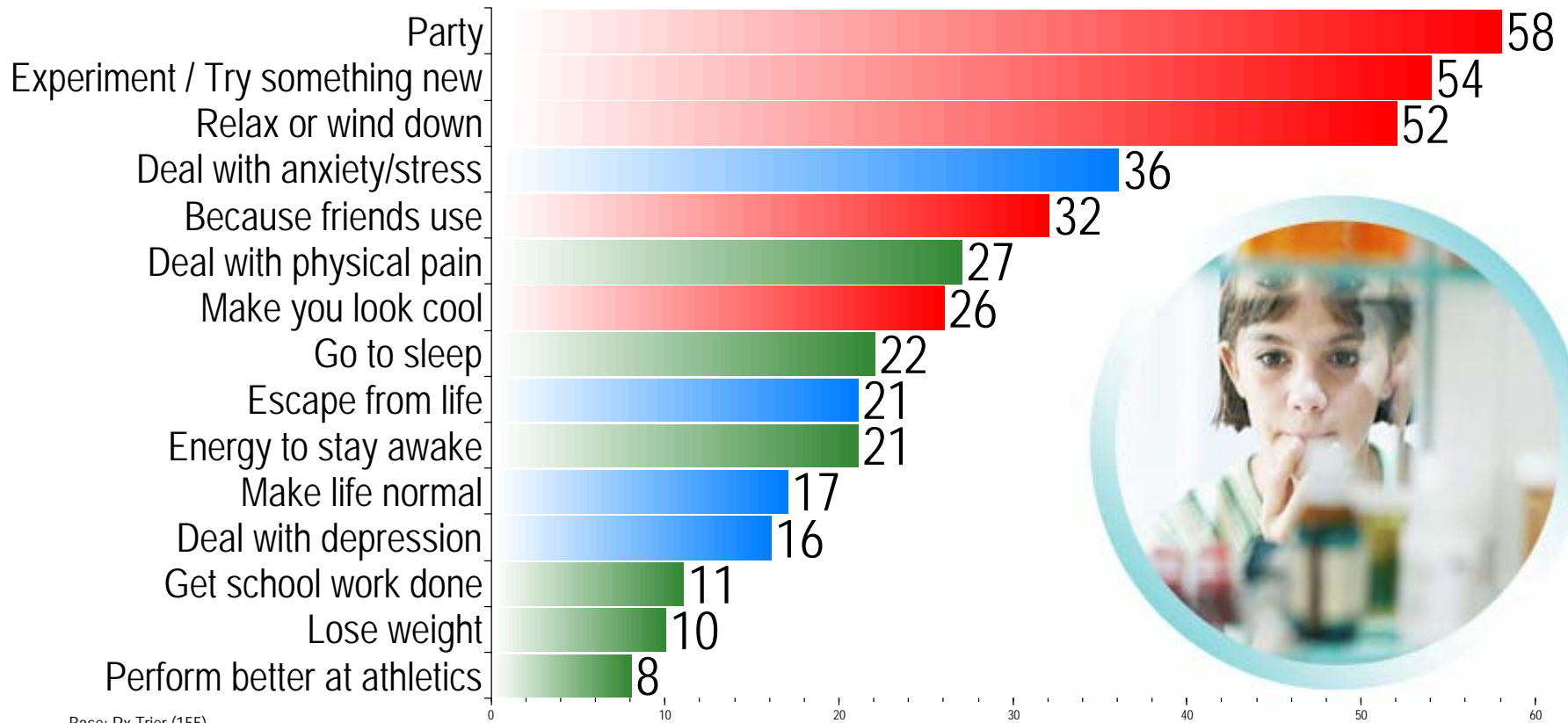
1. Some teens your age have indicated that there are stresses and issues that they have to deal with in their lives. Please rate each of the following stresses and issues that you may have to deal with in your life using a scale from "0" to "100", where "0" means it is "not a stress at all" in your life, and "100" means it is "extremely stressful" for you.

School and family issues greatest stresses

Rx Drug Users: Motivations



MAIN TEEN MOTIVATIONS FOR ABUSING Rx DRUGS

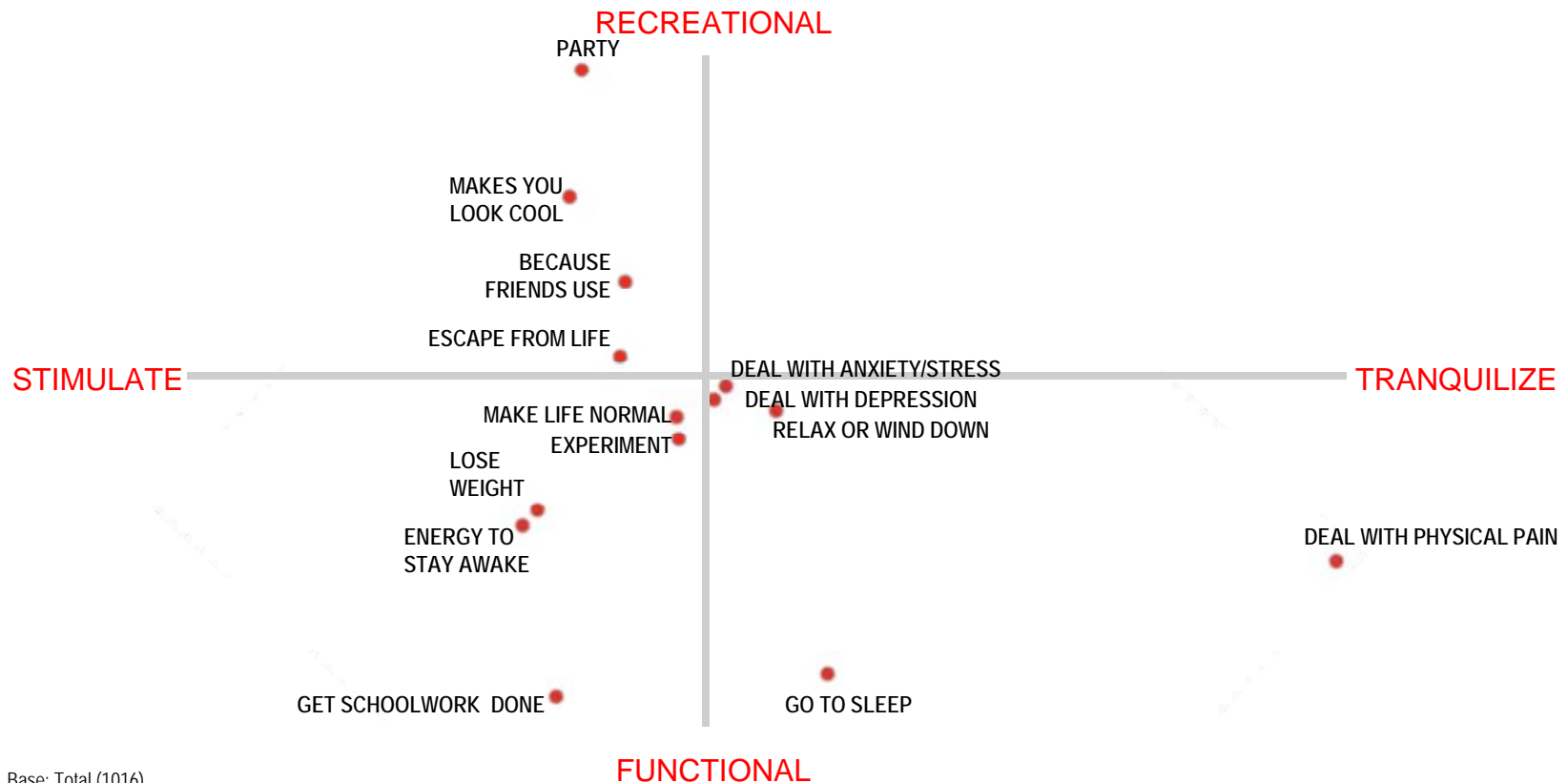


Base: Rx Trier (155)

21. For each of the substances that you tried in the past, please think about the MAIN reason you used that substance or drug. First think about [INSERT FIRST DRUG]]. Which ONE of the following reasons best describes the main reason that you used [DRUG]?

The primary reasons for using any drug is to party

THE RELATIONSHIP BETWEEN MOTIVATIONS

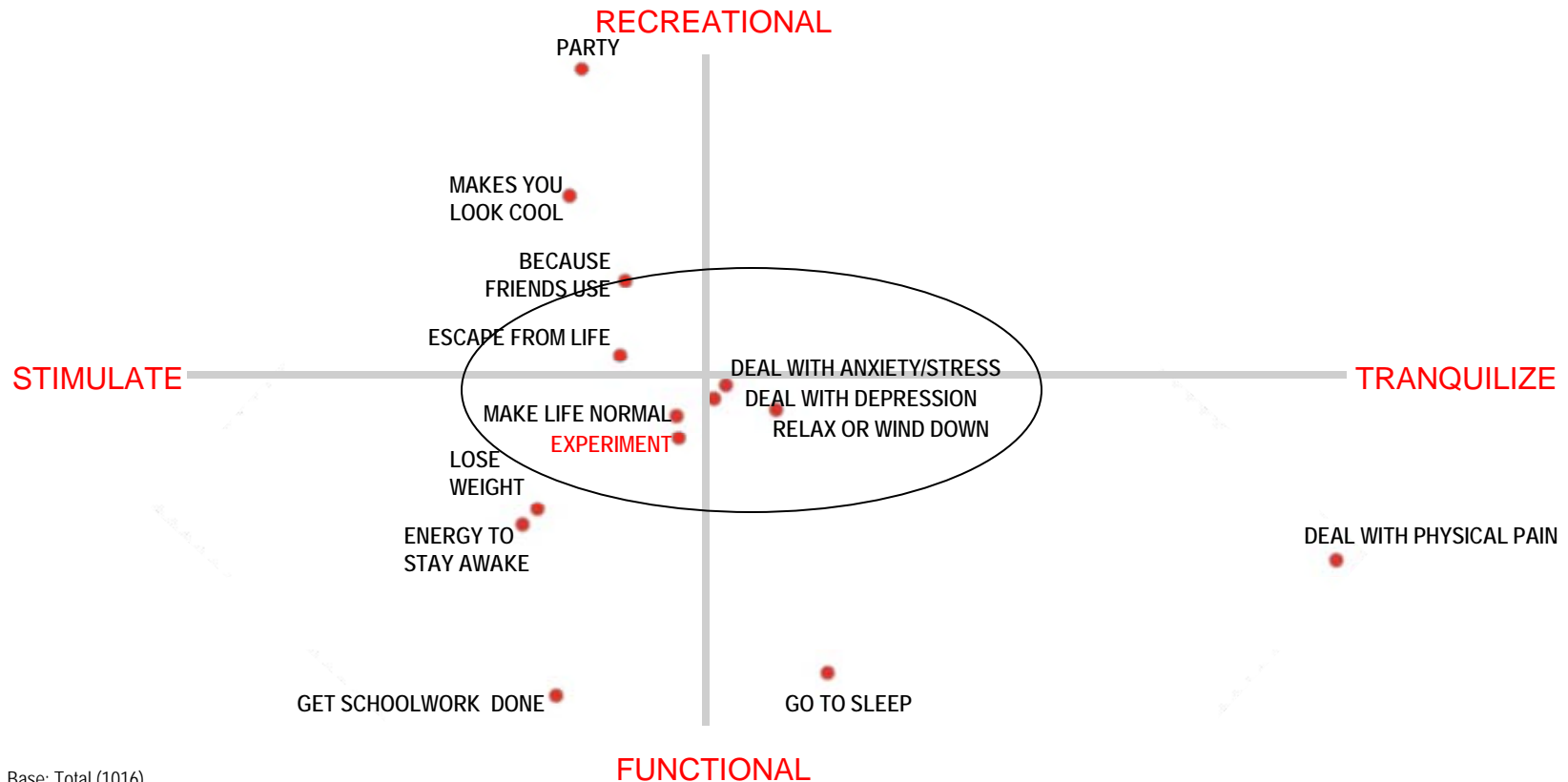


Base: Total (1016)

7. Some teens have indicated that there are specific purposes why they use drugs or other substances. Thinking about the substance below, please indicate what you think would be the main reason a teen might use that specific substance. This is your opinion -- you do not have to know someone who uses the drug. Please select only one answer -- the one that you think is the main reason why a teen would use that particular drug.

Teens divide motivations by recreational vs. function (utility) and stimulate vs. tranquilize (effect)

THE RELATIONSHIP BETWEEN MOTIVATIONS

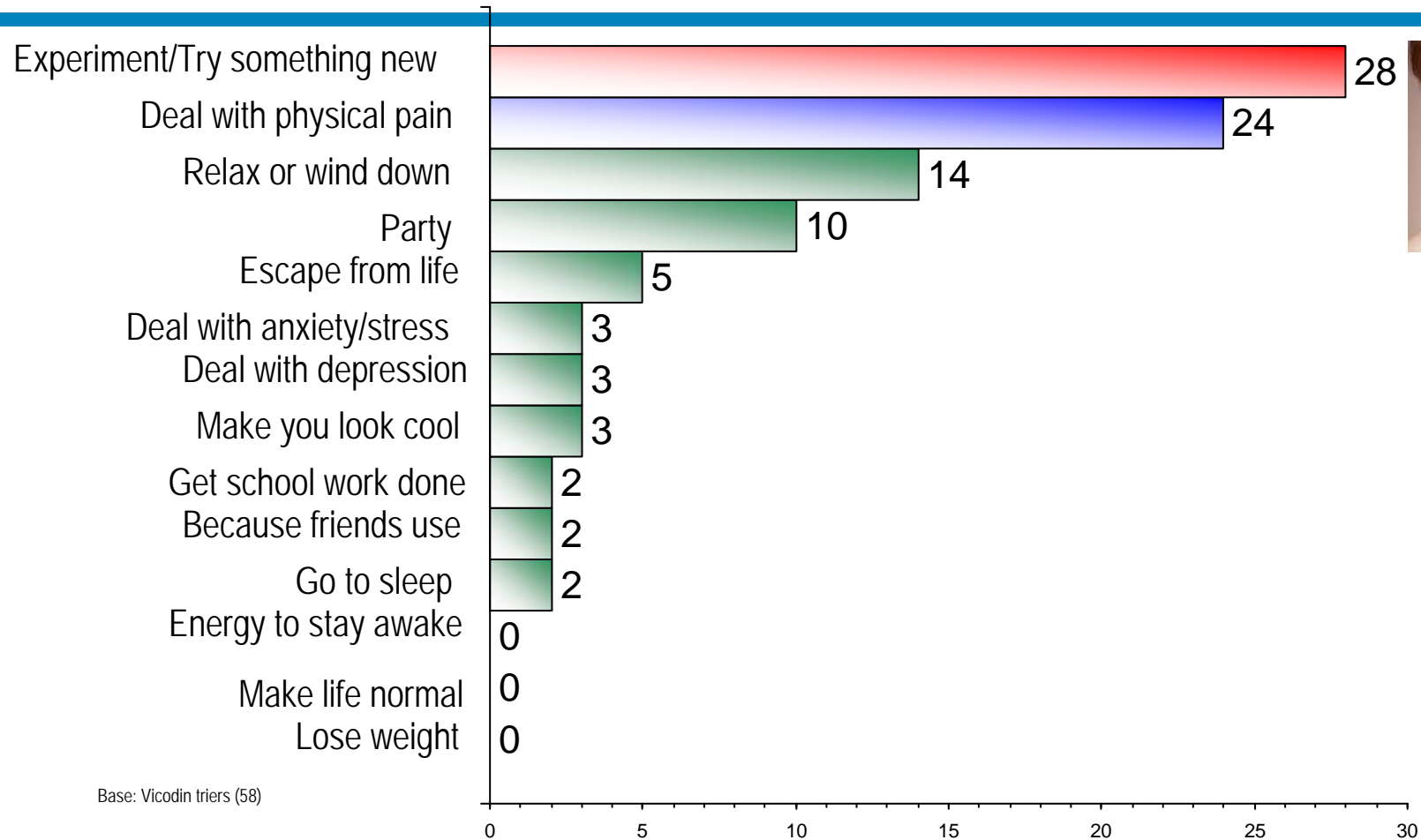


Base: Total (1016)

7. Some teens have indicated that there are specific purposes why they use drugs or other substances. Thinking about the substance below, please indicate what you think would be the main reason a teen might use that specific substance. This is your opinion -- you do not have to know someone who uses the drug. Please select only one answer -- the one that you think is the main reason why a teen would use that particular drug.

Interestingly, “to experiment/to try something new” is more strongly related with “to make life normal” than it is with “to party”

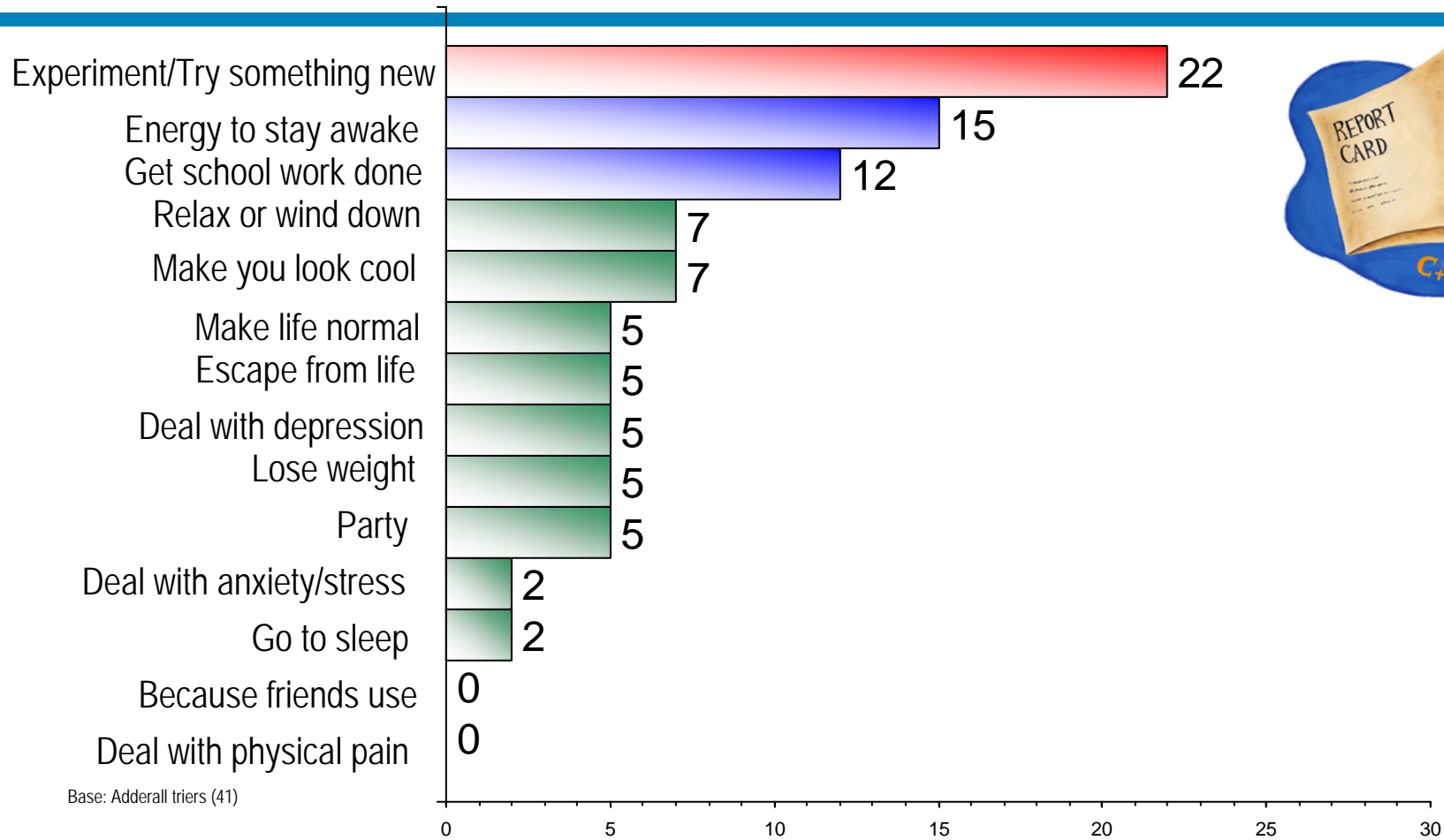
WHY Rx USERS USE VICODIN



Base: Vicodin triers (58)

21. For each of the substances that you tried in the past, please think about the MAIN reason you used that substance or drug. First think about [INSERT FIRST DRUG]. Which ONE of the following reasons best describes the main reason that you used [DRUG]?

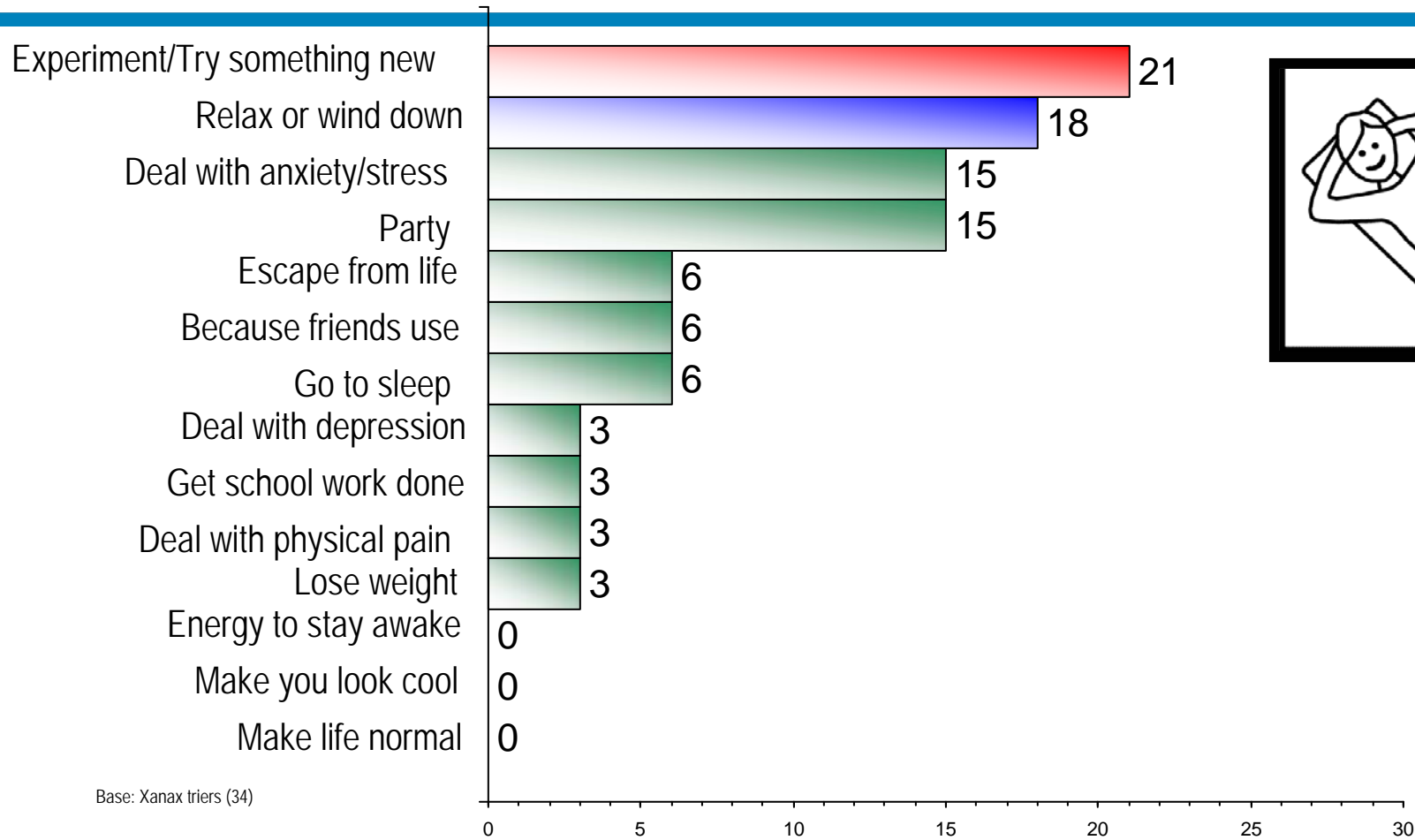
WHY Rx USERS USE ADDERALL



Base: Adderall triers (41)

21. For each of the substances that you tried in the past, please think about the MAIN reason you used that substance or drug. First think about [INSERT FIRST DRUG]. Which ONE of the following reasons best describes the main reason that you used [DRUG]?

WHY Rx USERS USE XANAX



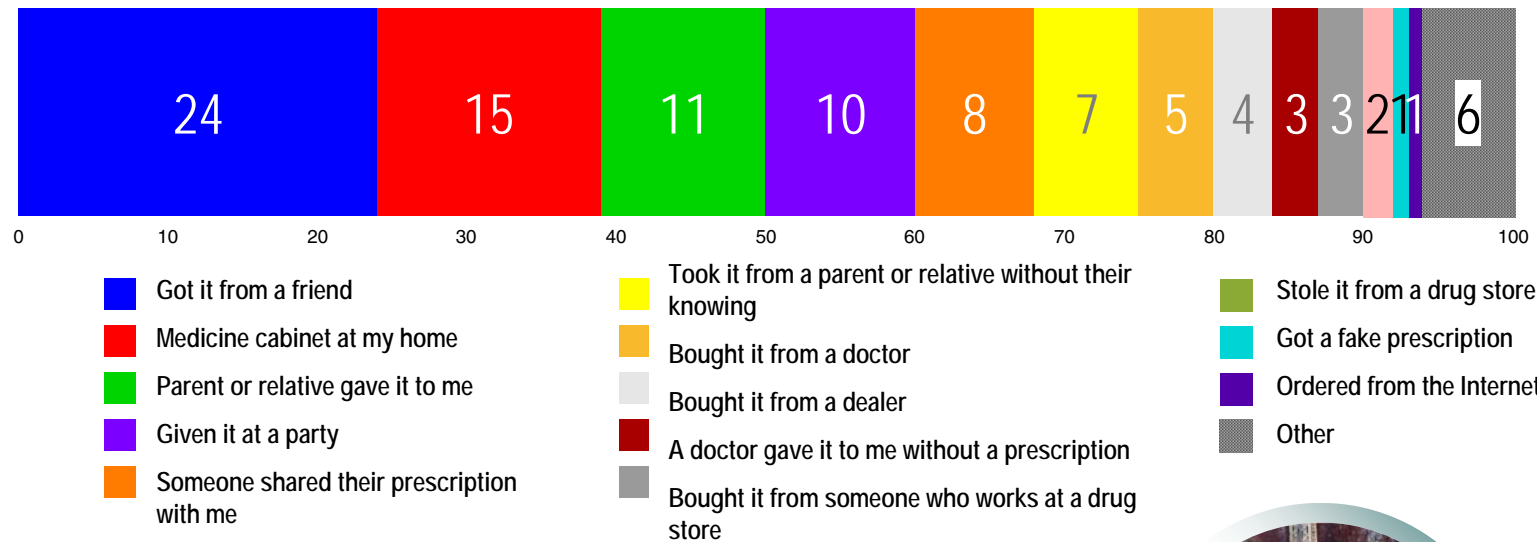
Base: Xanax triers (34)

21. For each of the substances that you tried in the past, please think about the MAIN reason you used that substance or drug. First think about [INSERT FIRST DRUG]. Which ONE of the following reasons best describes the main reason that you used [DRUG]?

Rx DRUG USE DRIVERS



HOW Rx DRUGS WERE OBTAINED



Base: Rx Trier (155)

23. Thinking about the last prescription drug you used without a doctor's prescription, how did you get the drug?



Friends the leading distribution source,
Internet almost no role

Rx DRUG USE DRIVERS

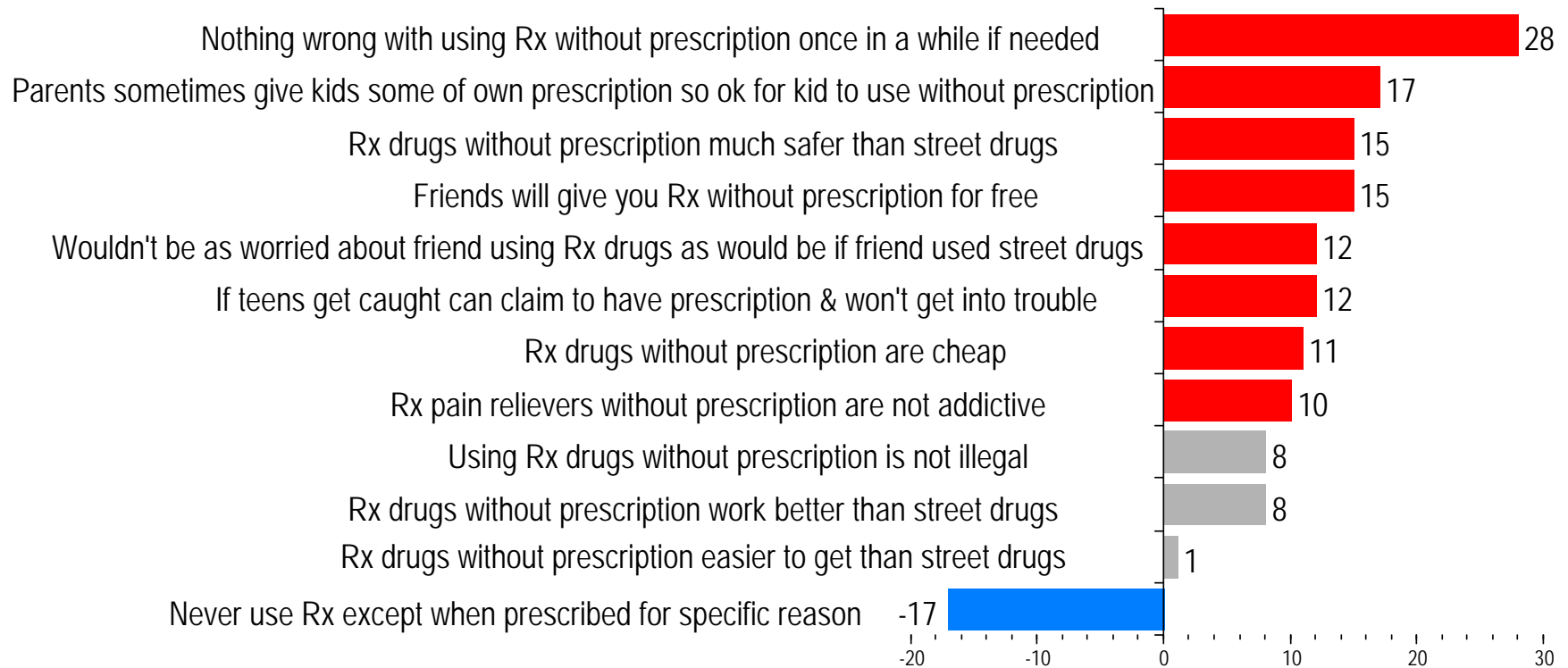
motivation

access

perceived risks

TRIERS PERCEIVE Rx DRUGS AS SAFER

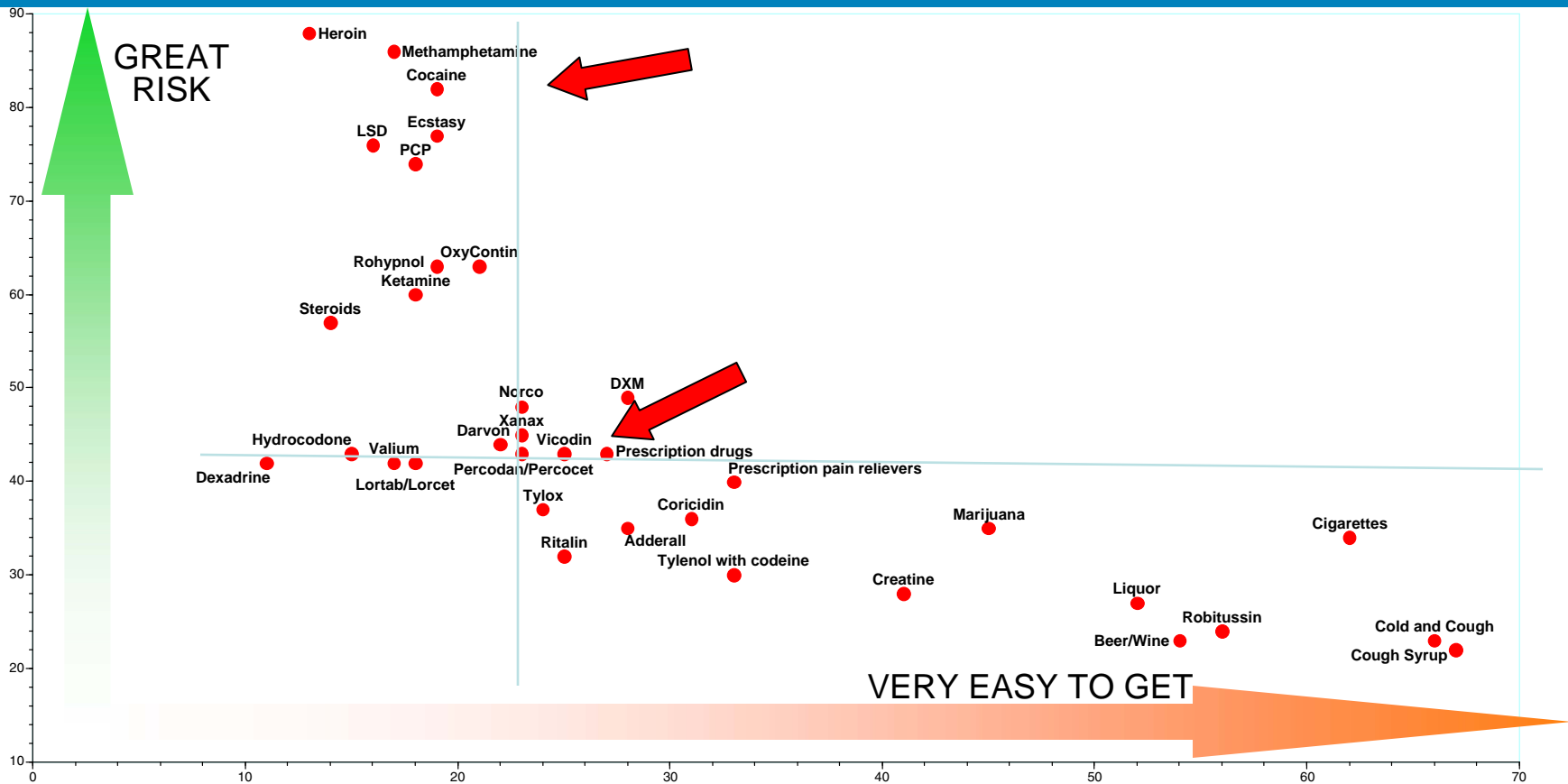
ATTITUDES TOWARD DRUGS: % Agree



Base: Total (1016)/(155)

Triers have stronger pro-Rx attitudes than the average teen. For example, the difference between the Rx trier's agreement with *"nothing wrong with using Rx without prescription once in a while if needed"* and the average teen is 28%.

RISK AND AVAILABILITY PERCEPTIONS



Base: Total (1016)

8. Teens have also indicated that these substances or drugs are different in terms of how risky or harmful they think the substances are. Please indicate how risky you think each of the substances or drugs
9. If you were interested in acquiring each of the substances listed below, how easy or difficult do you think it would be for you to get each item?

Prescription pain relievers perceived to be less risky and more accessible than street drugs

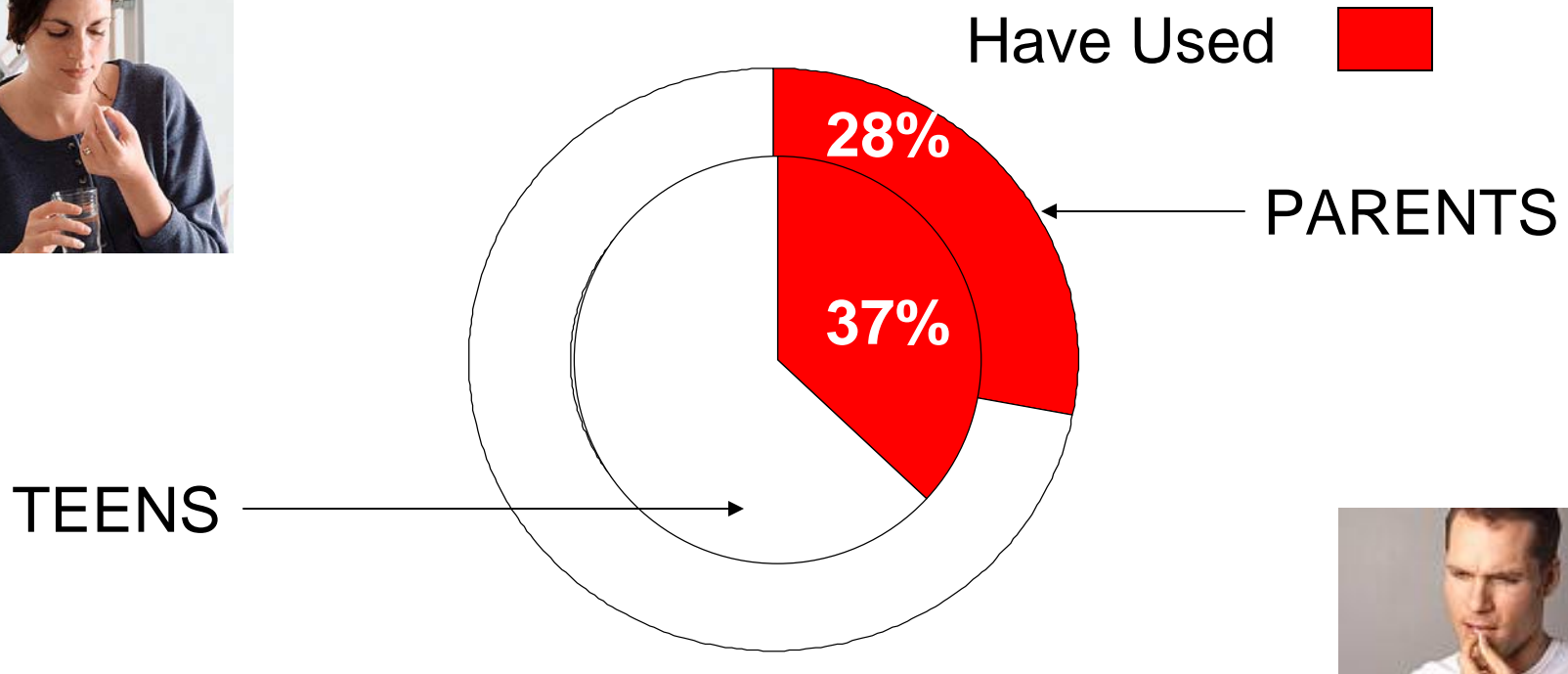
Parents



METHODOLOGY

- Central location, mall intercept methodology
- 600 parents of teens age 13-18.
 - Quotas by gender: half mothers, half fathers.
 - Design does not call for quotas by age of child. Parents who have more than one child age 13-18 was asked to respond to the survey with only one of those children in mind (the oldest one), given that attitudes may differ markedly for younger versus older teens.
- Quotas by census region: one quarter in each of the four US Census regions (10 markets per census region).
- Strategic study (understand an issue) not predictive (how many people fit this description)

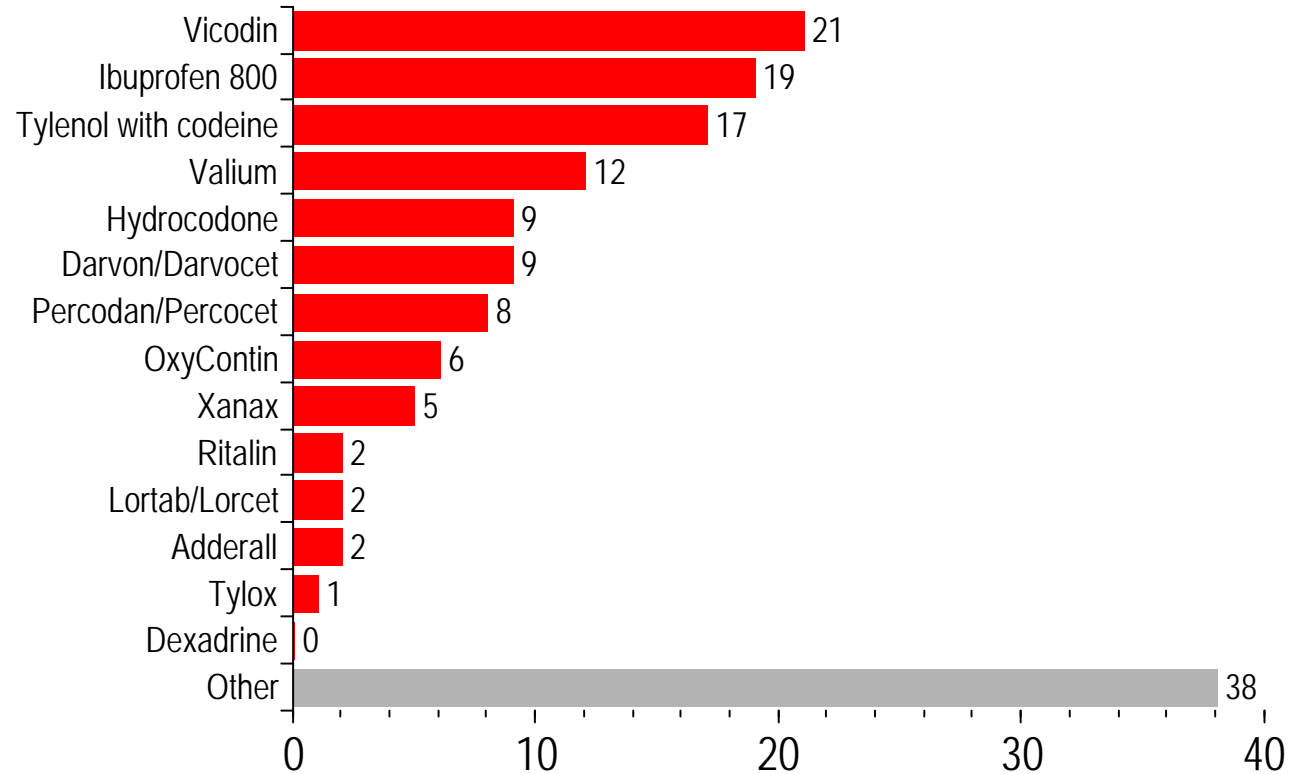
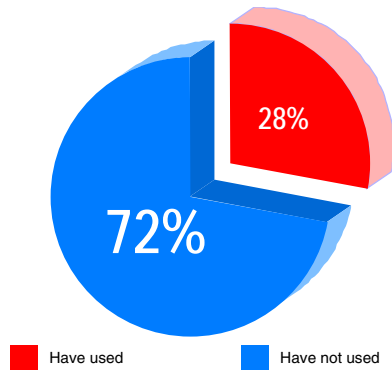
Rx DRUGS USED WITHOUT PRESCRIPTION



26a. Have you ever personally used a prescription drug that was not prescribed for you by a doctor?

Almost 3 out of 10 parents have taken an Rx drug without a prescription

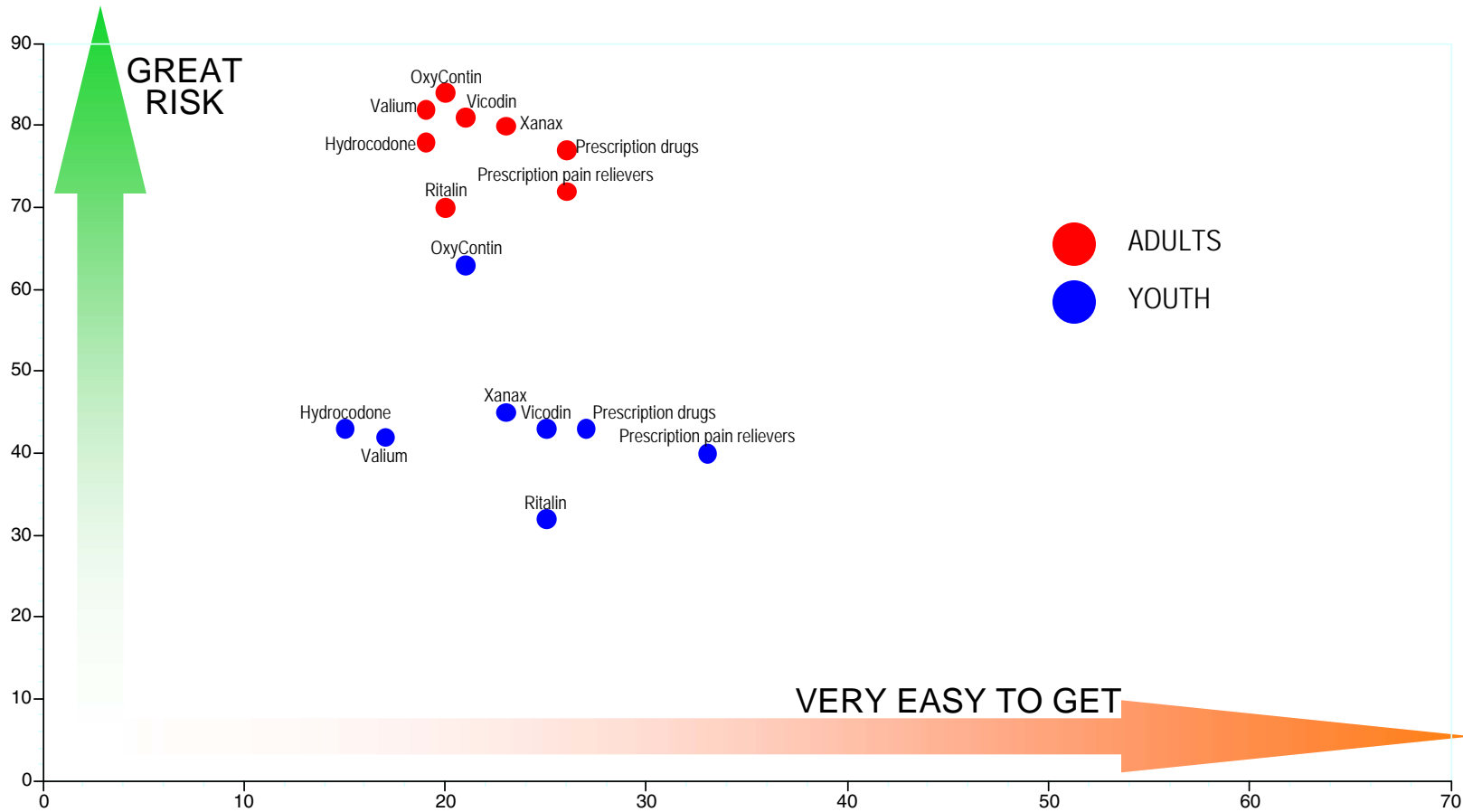
Rx DRUGS USED WITHOUT PRESCRIPTION



26a. Have you ever personally used a prescription drug that was not prescribed for you by a doctor?
26b. Which of the following prescription drugs have you used that were not prescribed for you?

Vicodin leads as the drug most often taken by parents without a doctor's prescription

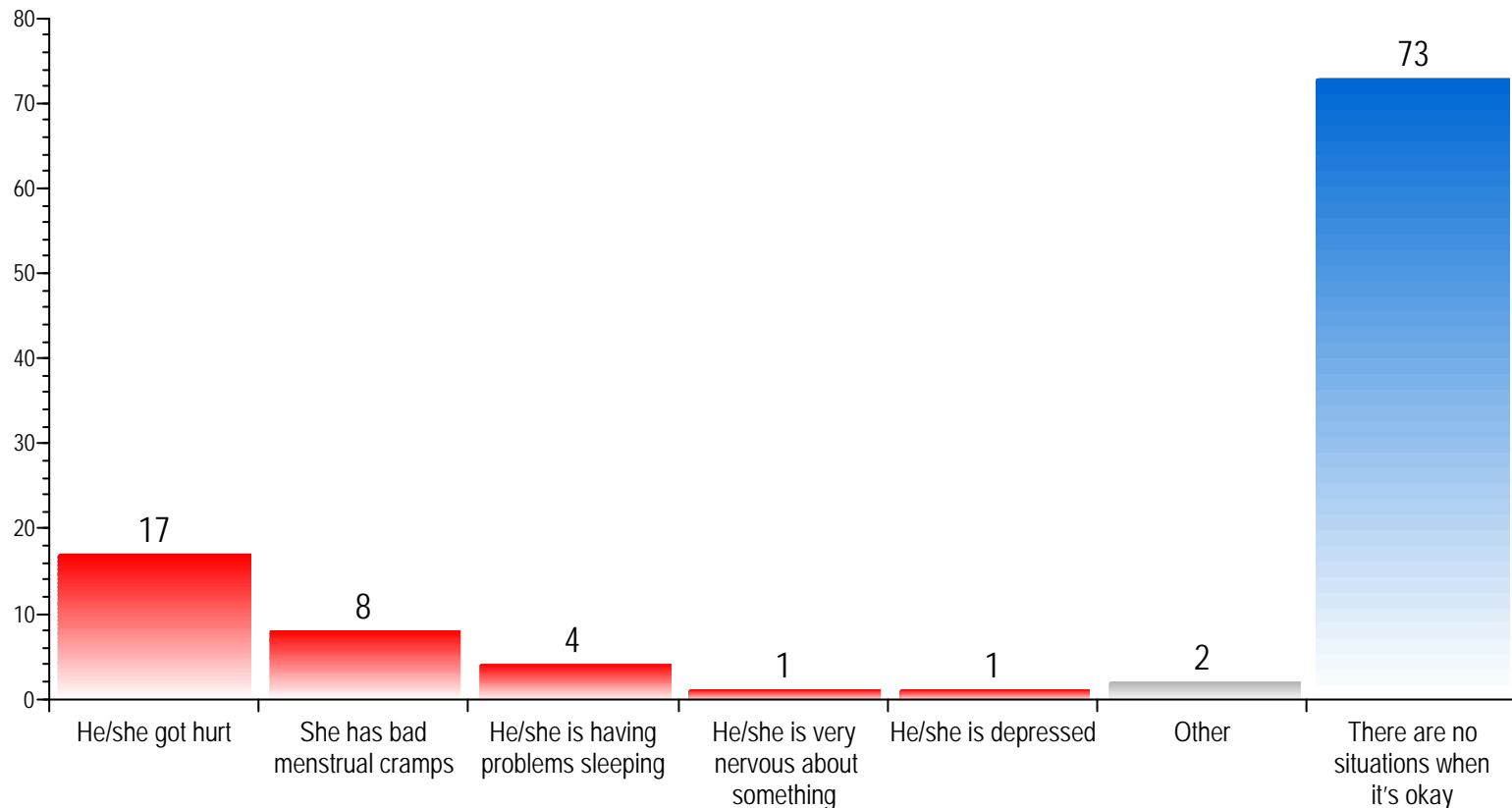
RISK AND AVAILABILITY



4. We'd like to know how risky or harmful you think each of these substances is. Which of these four degrees of risk do you associate with using each substance?
5. Now, how easy or difficult do you think it would be for your oldest teen to get these substances?

Parents much more likely than teens to think taking prescription drugs without a prescription is risky.

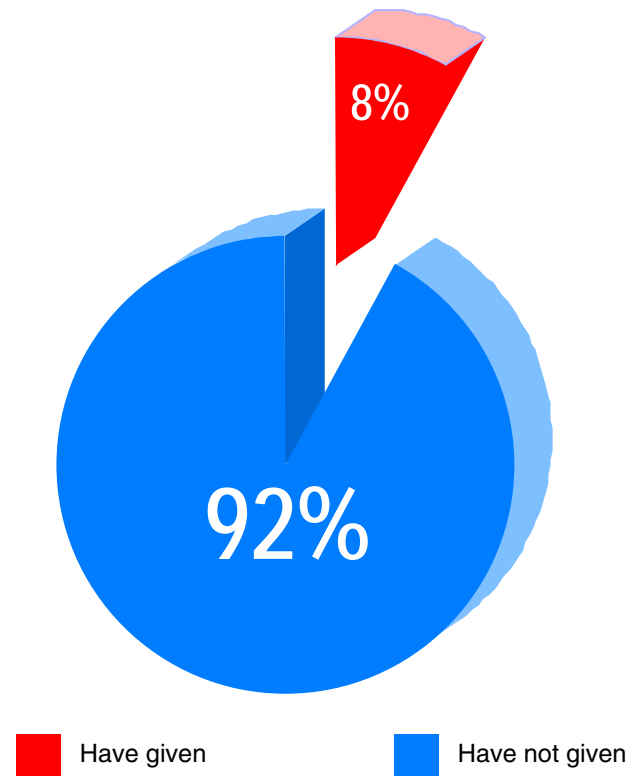
WHEN ITS OK TO GIVE TEEN Rx DRUG



27. In your opinion, in which of the following situations, if any, would be okay for a parent to give their teen a prescription drug that was not prescribed for him/her?

One-quarter (27%) believe there are certain situations when it is ok to give an Rx that was not prescribed for him/her

Rx PRESCRIPTIONS GIVEN TO TEEN



25. Have you ever given your teen a prescription drug that was not prescribed for him/her?

8% of parents have given their teen an Rx drug without a doctor's prescription

1. Key Teen Learning

- 15% of teens tried an Rx drug without a doctor's prescription
 - Though 37% of teens say they've used an Rx drug for its intended purpose without having a prescription
- Rx use without a prescription appears to be "intermediate" step in drug use progression, not a "replacement" behavior
- Motivation "to experiment / try something new" may be more closely associated with "self-medicating" motivations (*make life normal, deal with depression, anxiety, relax*) than it is with "to party"
- Triers are more likely than the average teen to see Rx use without a prescription as safer than street drugs and to see nothing wrong with using Rx drugs without a prescription once in a while
- Teens are primarily sourcing Rx drugs to abuse from family and friends – not from the internet

2. Key Parent Learning

- Parents perception of risk in this behavior is higher than teens
- In spite of perception of risk, many parents may be modeling poor behavior
 - 28% report they have used an Rx drug without having a doctor's prescription
- On quarter of parents believe there are certain situations when it is ok to give a teen an Rx drug not prescribed by a doctor
 - Among parents that have used an Rx drug without a doctor's prescription nearly half believe there are situations when it is ok to give a teen an Rx drug without a prescription
- 8% of parents have given their teen an Rx drug without a doctor's prescription

Phil Bauer

Medicine Abuse: Challenges

- Use seen as “**safer**” than street drugs by both teens and parents
- **Ease of access** through parents’ medicine cabinet, friends and the Internet
- Attitudes among vulnerable teens indicate the **potential for abuse rates to double**

An entrenched behavior

Preventing Rx & OTC Medicine Abuse

- Reinforce attitudes toward medically **appropriate use**
- Strengthen **risk** attitudes toward intentional abuse to get high

Our collective role in
this emerging problem ...

Reach out to and empower parents,
and provide the information and
resources they need.

Parental Involvement is Key to Drug Prevention

Kids who learn a lot about
the risk of drugs from their parents
are up to **50% less likely to use.**

Source: Partnership Attitude Tracking Study

Need to Increase Parental Involvement

Only **31%** of teens

“learn a lot about the risk of drugs”
from their parents.

Source: Partnership Attitude Tracking Study

Motivate and Equip Parents

- **Educate** parents about medications kids are abusing
- Encourage **communication** with kids about the risks
- **Safeguard** medications at home (and ask your friends to do the same)

drugfree.org



Search Go

Need Help? Get Help! Drug prevention, drug abuse, drug intervention, drug treatment and recovery. Drugfree.org provides answers, guidance, tips and stories.

[Información en Español](#)

HOME ABOUT NEWS PROGRAMS DRUG GUIDE AFFILIATES DONATE



AT SOME POINT, YOU'LL HAVE TO REPLACE THE CHILD-PROOF CAP WITH A CONVERSATION.

➤ [Learn how to talk with your teen about the dangers of abusing prescription drugs.](#)



FEATURE 1 OF 5

FOR PARENTS

How to keep your kids safe.

FOR TEENS

Ask questions. Find answers.

INTERVENTION & TREATMENT

Get help now. No judgments.

MEMORIALS

The Partnership remembers.



TEENS

[Make Up Your Own Mind About Cough Medicine Abuse](#)



VIDEOS

[Meth Stories](#)



PARENTS

New! ["Words Can Work" Booklets and DVDs](#)



STORY

[Meth Was My Life](#)

News & Highlights

Surveys & Research

[New TV Message Portrays "Huffing" as Deadly](#)

[New Survey Finds Teens and Parents Think Abuse of Rx & OTC Medicines is Safer Than Illicit Drug Use](#)

[MetLife to Begin New Phase of Award-Winning Parenting Skills Campaign](#)

Additional Resources

- Time To Talk: timetotalk.org
- The Partnership: drugfree.org
- TRI: tresearch.org
- Treatment: intervenenow.org
 - Betty Ford: bettyfordcenter.org
 - Caron: caron.org
 - Hazelden: hazelden.org
- Communities: cadca.org

If we can help our kids make
healthy, drug-free decisions as
teens . . .

they are virtually certain to have
healthy, drug-free lives as adults.

NABP and APHA

We Need Your Help!